

THE LANGUAGE OF THE
FOREIGN BOOK TRADE

Abbreviations • Terms • Phrases

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Second Edition

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Preface

The primary purpose of this second edition of *The Language of the Foreign Book Trade*, as of the first edition of 1949, is to provide a needed working tool in the major foreign languages for librarians. It should also be useful to workers in the book trade, whose work may be hampered by lack of language training, and to publishers and booksellers who work with foreign publications. With the rapid acceleration of communications and the increasing distribution of European publications there is an ever more urgent need for linguistic competence. Since most people do not readily acquire many languages, a multilingual glossary of book-trade terms is a necessity. Eleven languages are represented in the present text: Czech, Dano-Norwegian, Dutch, French, German, Italian, Polish, Portuguese, Russian, Spanish, and Swedish.

The first principle of selection for inclusion of terms, abbreviations, and phrases in this text is that of current usage, primarily as found in foreign booksellers' catalogs. The aim has been to define the language as used in these catalogs. This purpose accounts, in part, for the number of terms defined in each language. Countries which have an active book trade are represented by a larger number of terms. Russia, Czechoslovakia, and Poland enforce rigorous regimentation on booksellers, and consequently the number of catalogs in these countries is limited. In order to fill out the usual terminology for these languages (all of which are new to this edition), it has been necessary to use some retrospective materials. Current sources, however, are used for all the other languages, and it can be stated with certainty that the definitions in the sections of this dictionary that reflect an active book trade represent current usage.

The second edition of *The Language of the Foreign Book Trade* contains approximately 16,000 definitions, as compared with approximately 6000 for the first edition. A basic list of nearly one thousand terms that are principally employed in the book trade is included for every

language. A term which is common in one language, however, may not be listed in another. The differences between the various vocabularies lie essentially in peripheral areas of terms less or little used. Nor can it be said that every word included in the lists is peculiar to the book trade. Although most words of a general nature are not included, some common terms which are constantly encountered in the book trade will be found. Where there are variant meanings of a word, only the definition employed by the book trade is cited. The paper and printing trades have been exhaustively treated in other publications. A few words are included whose forms are identical in English and the foreign language. These are not superfluous if they do no more than reassure the wary user who has previously been deceived by a cognate form with a totally different meaning. In general, the simplest and shortest definition is used.

The material is organized in a form most convenient for the user. Each language is in a separate list, and the languages follow one another in alphabetical order without reference to any grouping. Danish and Norwegian have been combined in one alphabet for obvious reasons.

Within each language the needs of the user again have determined the arrangement. Words are alphabetized letter by letter, and abbreviations, terms, and phrases are all combined in one alphabet. Where there are variant spellings of a term with the same meaning, the variants are arranged as separate entries, not as parts of one entry. For example, in the Dano-Norwegian section "blaek" and "blekk" both mean "ink." Instead of both terms being placed on one line, separated by a comma, they are listed as two separate entries in alphabetical order. A similar arrangement is employed for the plural form when the plural does not follow in alphabetical order. For example, in the German section the plural of "Blatt" is "Blätter," and the latter is listed alphabetically, not on the same line with "Blatt."

Diacritical marks are ignored in alphabetizing all foreign terms. For example, the German umlaut "ä" is considered as "a" not "ae." In Spanish dictionaries words beginning with "ch" usually are found at the end of the C-word entries. Here they are arranged alphabetically. The Russian text is preceded by an alphabet, as an added guide for those who need it. In every language the rule followed has been to alphabetize by letter for the benefit of the user not familiar with the language and its various forms. This procedure obviously is in contradiction to linguistic principles, but this dictionary has no pretensions toward such principles. It is organized for a specific purpose — to be a working tool for librarians, bookmen, and publishers — and the simplified approach will come closer to accomplishing this purpose than any other.

Some of the problems encountered in the earlier edition are equally present at this time. In some languages — notably Danish, Norwegian, and Portuguese — the languages are in transition. Orthography is in a state of continuous flux, sometimes reinforced by official edicts and sometimes not. In the case of Norwegian, there are conflicts between people and classes of the country itself concerning spelling and words,

despite official edicts. In Portuguese, there are problems of changes in the language within Brazil as well as differences between the Portuguese of the mother country and that of Brazil. Spanish requires consideration of differences in current usage as between Spain, Mexico, and other Latin-American Spanish-speaking countries. There is almost no need to mention the currently incredible rate of language change within the central and east European countries which affects the text. In every case an effort has been made to obtain group preference of individual differences.

With few exceptions each language has been examined by two readers or revisers and, in some cases, four or more. A serious effort has been made to assure the validity of the language in the eyes of a person to whom it is native. Where possible, collaborators have been selected not only for their knowledge of the language, but for their familiarity with the book trade.

The labors of those concerned have been of a most devoted character; the results are certainly far beyond my most ardent hopes. To all of those who joined me in the task of writing and rewriting, my boundless appreciation cannot adequately be expressed — were I capable of it — even in the words of the eleven languages of the text. Were it not for my collaborators' highly developed professional sense and the generosity of their respective institutions, this dictionary could not have been completed.

The Czech text is one of the few due essentially to a single contributor. Dr. Paul L. Horecky, assistant chief of the Slavic and Central European Division of the Library of Congress, is its author. The Dano-Norwegian list had two principal contributors as well as a native reviewer. Mr. Jens J. Christoffersen, assistant manager of Kraus Periodicals, Mamaroneck, New York, and Dr. Harry Bergholz, chief bibliographer at the University of North Carolina Library, both made extensive revisions to the original text. To strengthen the Norwegian parts of this text we obtained the collaboration of Mrs. Gert Hall, a visiting scholar temporarily at the Duke University Library. The first revision of the Dutch text by Dr. Harry Bergholz was painstakingly reviewed, expanded, and improved by Mr. Hugo B. Corstius in the firm of Martinus Nijhoff, The Hague, Netherlands. The French text is my own, with very considerable revisions and additions derived from new materials. The German text is properly attributable to Dr. Harry Bergholz, with able assistance by Mr. Frederick Altman, managing head of Kraus Periodicals.

The Italian text has been amplified and improved by a considerable amount of new materials passing through my own hands. The possibility of including Slavic texts was suggested by the early work of Miss Leila Moran at the U.S. Dept. of Agriculture Library in this field. She generously shared her counsel and materials with us. From her brief list an extension was made by Mr. Stephan G. Prociuk, a researcher at the University of North Carolina. Further expansions were made by Dr. Janina Wojcicka, Polish and Slavic research librarian in the Slavic and

Preface

Central European Division of the Library of Congress, and by Mrs. Helena Gierasimowicz, now a graduate student in the University of North Carolina Library School. Brazilian Portuguese was represented among our collaborators by Mrs. Esmeralda Javens, a native Brazilian, briefly a member of the University Library staff. Dr. David Griffin of the School of Languages, Foreign Service Institute, U.S. Dept. of State, gave the text final and painstaking review.

The Russian text is almost exclusively the work of Mrs. Angele Avizonis, a member of the catalog department staff at the University of North Carolina, with able assistance from her husband, Dr. Konstantinas Avizonis, professor of history at Elon College in North Carolina. Dr. Paul Horecky, mentioned above, offered useful suggestions for this text also. The Spanish text is essentially my own work, with added review by Dr. Francisco Aguilera, assistant chief of the Hispanic Foundation at the Library of Congress, and Dr. David Griffin, mentioned above. For the Swedish text we again had the collaboration of the versatile Dr. Harry Bergholz and Mr. Jens J. Christoffersen. Another member of the University Library staff of short but timely period, Mrs. Margareta Kirschner, helped to assure the currency of this list. To all of these, and inevitably to their husbands, wives, and friends frequently consulted, I here express my heartfelt gratitude. The labor is long and the rewards few; their willingness to work at this task merits a high tribute to their sense of professional responsibility.

Grateful recognition must be made here also of the boundless patience and perseverance of Mrs. Musella Wagner, faithful producer of the reams of copy which flowed through the numerous revisions of each text. Some of these texts had as many as six revisions, yet she ground out each new copy without complaint. Without her help our efforts would never have reached the publisher.

In every case the character and content of each text, insofar as they are good, are a tribute to my numerous collaborators. Where there may be errors or omissions, these must be my own responsibility, for the final form and content of the text are largely a matter of personal judgment which I have reserved for myself. It is my hope that my colleagues will find this work useful and find me ever grateful for either the praise or the criticism that it may warrant.

Jerrold Orne

Contents

Czech	1
Dano-Norwegian	14
Dutch	43
French	61
German	79
Italian	110
Polish	129
Portuguese	143
Russian	156
Spanish	180
Swedish	198

Foreign book trade takes two important forms: book trade and copyright trade. This chapter will analyze the current situation of the foreign trade of China's book publishing industry from these two aspects. Current situation of book imports and exports. China's book import and export account for less than 0.1% of its national total volume of import and export, although it is growing at a tremendous rate. According to the statistical data of the Cultural and Education Section of the British Council, in 2004 Chinese publishers signed over 2,500 contracts with British publishers and over 4,000 with American publishers.⁷ In his book *The Tipping Point*, Malcolm Gladwell writes of "The paradox of the epidemic: that, in order to create one contagious movement, you often have to create many small movements first."TM It can be a prerequisite for many international positions, an asset in diplomacy, foreign relations and development, and a passport to advancement in the global media, entertainment and financial worlds. Despite its strength as the most common global language, the vast majority of the global population do not speak English and other languages such as Spanish, Arabic and Mandarin are increasingly in demand. An international trade business survey by the British Chambers of Commerce in 2012⁹ "to which over 8 ENGLAND'S TREASURE BY FORRAIGN TRADE BY THOMAS MUN 1664. New York MACMILLAN AND CO. AND LONDON 1895 All rights reserved. Thomas Mun, son of John Mun, mercer, of London, and grandson of John Mun, provost of moneyers in the Royal Mint, was born in 1571. He acquired wealth and reputation as a merchant engaged in the Levant trade, and in 1615 he was elected a member of the committee, i.e. a director, of the recently established East India Company. It was the controversies to which the action of the East