Multicultural and language aspects of multimedia communications
Do you want to know more?

Purpose and direction of our Specialist Task Force

People accessing information and communication services want an interaction compatible with their own culture. Services should support the cultural and language preferences of a wide range of users, such as:

- people communicating with other people or accessing services in other countries;
- a person visiting or residing in a country where the language is not their native language;
- an individual who only speaks a minority language of a country;
- someone who only has a limited vocabulary in their own language;
- someone who lip-reads, uses sign language, or the Blissymbols system;
- businesses dealing with customers or organisations in other countries.

As part of the EC/EFTA funded eEurope 2005 initiative - "An information society for all", we are looking at the difficulties and barriers encountered by people communicating and accessing information when in environments where the culture or language is different to their own.

We propose to give guidance on:

- ways in which people can define their own language skills;
- methods to store information about a person's cultural preferences and language skills;
- methods by which the cultural preference and language proficiency information in a person's user profile can be used by service providers to deliver services in a way most suited to the user;
- the feasibility of, and issues related to, the production and delivery of content and the handling of user input taking account of a range of cultures and languages;
- matching of available service options to specified user preferences and the resolution of conflicts between these;
- the use of existing standards and guidelines - identifying where new ones need to be developed;
- the incorporation of country-specific legal requirements into business ICT provision.

In practice it will not be feasible to offer services in variants suitable for every culture, so we will propose ways to ensure that the most appropriate version of a service is always delivered to each user.

Newsletter

Would you or your colleagues like to get further information about the work of our Specialist Task Force (STF287) and have the opportunity to comment? Please contact us and we will send you our newsletters.

More Info

More info can be found here: http://portal.etsi.org/STFs/HF/STF287.asp

You are welcome to contact STF287: "Multicultural and language aspects of multimedia communications" on

Email: multicultural@etsi.org

About ETSI

The European Telecommunications Standards Institute (ETSI) is an independent, non-profit organization, whose mission is to produce telecommunications standards for today and for the future.

Based in Sophia-Antipolis in the south of France, ETSI unites 688 members from 55 countries, and brings together manufacturers, network operators and service providers, administrations, research bodies and users - providing a forum in which all key players can contribute.

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