

DICTIONARY News

What's in a name?

This is the twentieth issue of this newsletter, and our company is now in its twentieth year. The first issue of the newsletter was published by Kernerman Publishing and Password Publishers in July 1994. It was entitled *Password News*, and had the goal of serving as a “forum for discussion about the semi-bilingual English dictionary.” The title was changed in the next issue to *Kernerman Dictionary News*. Issues No. 2 and 3 appeared in 1995, and since then the newsletter has been published regularly in July each year. Over the years the scope of topics has expanded, and the look and size have changed as well.

Kernerman Publishing was established in 1969, as an independent ELT publishing house. Since the 1980s it has been conducted by my father, Ari (Lionel) Kernerman, who initiated the semi-bilingual dictionary, and became the leading English dictionary publisher in Israel and renowned globally.

Password Publishers was formed in 1993 to coordinate the growing series of Kernerman Semi-Bilingual Dictionaries worldwide. The name of the company was inspired by that of the *Password* dictionary, which has become synonymous with the semi-bilingual English learner's dictionary. Then in 2000 the company name was changed to K Dictionaries.

There were several reasons for this. To begin with, apart from exceptions, Password Publishers was not really a publishing house, but rather a content creator that cooperated with publishers (then with technology firms). As our focus was dictionaries, it seemed appropriate to reflect this in our name. Moreover, *Password* was no longer representative of our wider lexicography activity, which gradually involved other types of dictionaries and other languages. The natural

name replacement seemed to be Kernerman, which by that time had become well known in the dictionary world, but which I personally avoided — because that would be too close to the name of Kernerman Publishing, and because I considered that carrying my surname was somewhat vain. On the other hand, I liked the short form K as an abbreviation of Kernerman (and for 1,000), which was already in our logo, its anonymity, and the nice counterbalance it produced against the long word Dictionaries. Thus, K Dictionaries emerged — and may a thousand dictionaries bloom!

The irony of fate, however, is that on numerous occasions we are referred to as Kernerman Dictionaries, most notably by dictionary professionals... Accepting that there is no escape from your name, and assuming the weight it implies, we began to introduce *Kernerman* to our dictionary titles.

It first appeared in association with a local brand name for a series of French bilingual dictionaries published by Assimil in France in 2009; was co-branded with Houaiss for Portuguese bilinguals in Brazil since 2010; added in our updated version of *Random House Webster's College Dictionary* last year; and will join Kenkyusha's name for a Japanese bilingual dictionary in Japan this year.

Kernerman was also applied to our 42-language English multilingual dictionary; to the Norwegian bilingual dictionary series published by Vega in Norway; to language versions of our new Global series, such as the Dutch dictionaries available on *Mijnwoordenboek.nl*; and to many mobile and tablet dictionary applications. Meantime, Kernerman Publishing also featured *Kernerman* in its new *Advanced English Dictionary*. ■ IK



- 1 What's in a name?
- 2 Compiling specialized dictionaries differently: A brief overview of terminological projects at the Observatoire de linguistique Sens-Texte (OLST) | **Marie-Claude L'Homme**
- 8 Using a specialized resource to enrich a general language dictionary | **Marie-Claude Demers**
- 12 Practical aspects of the description of terms: contexts, actantial structure and lexical relationships | **Geneviève Camirand**
- 15 Kernerman English French Learner's Dictionary: Adapting the translation from European French to Canadian/Québec French | **Suzanne Desgroseilliers**
- 21 A study of the third-generation Chinese-English dictionaries | **Xia Lixin**
- 26 Pedro A. Fuertes-Olivera and Henning Bergenholtz (eds.). *e-Lexicography. The Internet, Digital Initiatives and Lexicography* | **Adam Kilgariff**
- 29 Olga Karpova. *English Author Dictionaries (the XVIth – the XXIst cc.)* | **Kusujiro Miyoshi**
- 34 Olga Timofeeva and Tanja Säily (eds.). *Words in Dictionaries and History. Essays in honour of R.W. McConchie* | **Michael Adams**
- 39 *Grande Dicionário Houaiss da Língua Portuguesa* | **Mauro de Salles Villar**
- 40 Kernerman Norske Ordbøger

Editor | **Ilan Kernerman**



KDICTIONARIES

© 2012 All rights reserved.

K DICTIONARIES LTD

Nahum 8 Tel Aviv 63503 Israel

Tel: 972-3-5468102

Fax: 972-3-5468103

kdn@kictionaries.com

http://kictionaries.com