

# LT3347: COMMERCIAL TRANSLATION

---

## Effective Term

Semester A 2023/24

## Part I Course Overview

### Course Title

Commercial Translation

### Subject Code

LT - Linguistics and Translation

### Course Number

3347

### Academic Unit

Linguistics and Translation (LT)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

English / Chinese

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

English / Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

CTL3347 Commercial Translation

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to lay the foundations for, and to enable students to identify, evaluate and formulate the practice of, commercial translation by studying and working with authentic bilingual commercial documents from the business sector of Hong Kong. Through practical hand-on exercises, students will be well-prepared for translating various types of commercial texts competently.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify and critically evaluate the challenges and opportunities for a commercial translator in the business environment of Hong Kong.		x	x	x
2	Identify and describe the specific skopos and the translation problems for each translation task through in-depth study of authentic bilingual commercial texts.		x	x	x
3	Formulate effective logical and rhetorical strategies for dealing with such problems.		x	x	x
4	Translate with the terminology and in the style appropriate for a particular text type when performing the translation task from English to Chinese and vice versa.		x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Presenting, explaining and discussing the issues faced with a translator in handling tasks, including determining the skopos, and formulating effective translation strategies.	1, 2, 3, 4	

2	In-class activities	Students will be given practical translation of various types of commercial texts from English to Chinese and vice versa.	2, 3, 4	
3	Group discussion	Students will compare their translations done in class or at home and evaluate the effectiveness of the translation strategies employed.	4	
4	Student presentations	Students will integrate their learning by presenting the strategies and techniques in the selected commercial translations.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Work Individual class work will be given, involving translation under time pressure and/or commentary of different types of commercial texts, or investigation of the language features of some commercial texts.	2, 3, 4	20	
2 DEC Project They will analyze work on a course-related topic approved by the teacher. Research and data collection is expected.	1, 2, 3, 4	40	
3 In-class activities / Participation Attendance and participation in class activities and discussions in class or on Canvas.	1, 2, 3, 4	10	

**Continuous Assessment (%)**

70

**Examination (%)**

30

**Examination Duration (Hours)**

2

### **Additional Information for ATs**

#### **Examination**

Essay-type question(s) and/or translation question(s) will be set to assess students' ability to analyse and/or apply strategies to translate selected types of commercial texts under pressure.

(CILO No. 1,2,3,4)

### **Assessment Rubrics (AR)**

#### **Assessment Task**

1. Class work

#### **Criterion**

Command of subject matter

#### **Excellent (A+, A, A-)**

Excellent command of the course content.

#### **Good (B+, B, B-)**

Good command of the course content.

#### **Fair (C+, C, C-)**

Adequate command of the course content.

#### **Marginal (D)**

Fair command of the subject matter.

#### **Failure (F)**

Inadequate command of the course content.

---

#### **Assessment Task**

3. DEC Project

#### **Criterion**

Research skills

#### **Excellent (A+, A, A-)**

Excellent research skills to show their discovery on the chosen topic as approved by the teacher.

#### **Good (B+, B, B-)**

Good research skills to show their discovery on the chosen topic as approved by the teacher.

#### **Fair (C+, C, C-)**

Acceptable research skills to show their discovery on the chosen topic as approved by the teacher.

#### **Marginal (D)**

Marginally acceptable research skills to show their discovery on the chosen topic as approved by the teacher.

#### **Failure (F)**

Poor research skills to show their discovery on the chosen topic as approved by the teacher.

---

#### **Assessment Task**

4. In-class activities / Participation

### **Criterion**

Attendance and participation in class activities and discussions in class or on Canvas..

#### **Excellent (A+, A, A-)**

Very active participation in group discussion and exceptional enthusiasm to the subject matter.

#### **Good (B+, B, B-)**

Active participation in group discussion and strong enthusiasm to the subject matter.

#### **Fair (C+, C, C-)**

Acceptable participation in group discussion and some enthusiasm to the subject matter.

#### **Marginal (D)**

Marginally acceptable participation in group discussion and fair enthusiasm to the subject matter.

#### **Failure (F)**

Inadequate participation in group discussion and little enthusiasm to the subject matter.

---

### **Assessment Task**

5. Examination

#### **Criterion**

Accuracy and clarity, organization and fluency in writing and translation

#### **Excellent (A+, A, A-)**

1. Demonstration of excellent command of subject matter taught in the course related to commercial translation.
2. Excellent application of concepts and theories taught in class.
3. Excellent analyses of source texts provided.
4. Demonstration of excellent analytical, problem solving and evaluative abilities and creativity.

#### **Good (B+, B, B-)**

1. Demonstration of good command of subject matter taught in the course related to the area of commercial translation.
2. Good application of concepts and theories taught in class.
3. Good analyses of source texts provided.
4. Demonstration of good analytical, problem solving and evaluative abilities and creativity.

#### **Fair (C+, C, C-)**

1. Demonstration of adequate command of subject matter taught in the course related to the area of commercial translation.
2. Adequate application of concepts and theories taught in class.
3. Adequate analyses of source texts provided.
4. Demonstration of adequate analytical, problem solving and evaluative abilities and creativity.

#### **Marginal (D)**

1. Demonstration of marginal command of subject matter taught in the course related to the area of commercial translation.
2. Marginal application of concepts and theories taught in class.
3. Marginal analyses of source texts provided.
4. Demonstration of marginal analytical, problem solving and evaluative abilities and creativity.

#### **Failure (F)**

Failure to meet most or all the criterion.

---

## Part III Other Information

### Keyword Syllabus

Commercial translation as a profession in Hong Kong. Operation manuals: informative function; translating principles. Press releases: informative and vocative functions; inverted pyramid structure. Advertisement: rhetorical devices; intertextuality; cultural transfer; skopos. Annual report: Structure, terminology, tone and sentence structures. Business contracts: titles, recitals, witness clauses, terms and conditions.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	AU, Kenneth KL. 2001 "Translating for the Financial Market in Hong Kong." In Translation in Hong Kong. Ed. Chan Sin-wai. Hong Kong: Chinese University Press, 185-192.
2	Gambier, Yves & Gottlieb, Henrik. Ed. 2001. (Multi)Media Translation: Concepts, Practices, and Research, Amsterdam/Philadelphia: John Benjamins.
3	Goddard, Angela. 1998. The Language of Advertising. London: Routledge.
4	Robinson, Douglas. 2009. Becoming a Translator: An Accelerated Course. London: Routledge <a href="http://lib.cityu.edu.hk/docid/TN_informaworld_s9780203441138">http://lib.cityu.edu.hk/docid/TN_informaworld_s9780203441138</a> .
5	Samuelsson-Brown, Geoffrey. 2004. A Practical Guide for Translators. 4th Ed. Clevedon: Multilingual Matters.
6	Sofer, Morry.ed. 2012. The Global Translator's Handbook. Lanham : Taylor Trade Pub., <a href="http://lib.cityu.edu.hk/docid/CUH_IZ51460660340003408">http://lib.cityu.edu.hk/docid/CUH_IZ51460660340003408</a>