

LT3350: TRANSLATION FOR THE MEDIA

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Translation for the Media

Subject Code

LT - Linguistics and Translation

Course Number

3350

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

LT2341 General Translation

Equivalent Courses

CTL3350 Translation for the Media

Exclusive Courses

Nil

Part II Course Details

Abstract

Media plays a vital role in global transformation and technology is creating a mass culture. A cultural convergence is taking place by which both electronic and print media are creating elements of shared culture, thoughts, actions, and ideas among the peoples of the globe. Media translators play a significant role in bridging over barriers between languages and cultures. This course aims to lay the foundations for, and to introduce students to the practice of, translation for the media, and develop their translating sense and skills in practical media translating assignments.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) | | | |
|-------|--|--|---|---|---|
| 1 | Demonstrate a fundamental knowledge in the concepts of media discourse and media translation. | | | x | x |
| 2 | Analyze and identify the basic problems and common solutions to media translation. | | x | x | |
| 3 | Manipulate the terminology, idiom, and culture-bound language in the area of media translation. | | | x | x |
| 4 | Formulate effective logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media. | | | x | x |
| 5 | Cultivate and possess a good translating sense that is important and necessary for a professional media translator. | | 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 on the salient features of media discourse, rudiments of media translation, and application of translation strategies to various text types and genres. | 1, 2, 3, 4 | |

| | | | | |
|---|--|--|---------------|--|
| 2 | | Teacher-facilitated discussion for students to discover the potential translation problems and strategies. | 2, 4, 5 | |
| 3 | | Small-group analysis and evaluation of authentic media texts, as a means to sensitise students to features of specific text types and genres, and enrich them for a strong sense of preparation for English-Chinese or Chinese-English translation work. | 1, 2, 5 | |
| 4 | | In-class translating exercises of authentic media texts. | 1, 2, 4, 5 | |
| 5 | | Peer review of students' translations. | 1, 2, 4, 5 | |
| 6 | | Oral presentation by students of their translating works, followed by critique and discussions. | 1, 2, 3, 4, 5 | |

Assessment Tasks / Activities (ATs)

| | ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|---|---|---------------|---------------|--|
| 1 | Oral Presentation Oral Presentation will be assigned for the explanation of translation concepts and strategies. A commentary group will be assigned as a peer review. | 1, 2, 3, 4, 5 | 40 | |
| 2 | Written assignments To assess students' ability in enriching their application of rudiments and strategies of media translation after discovering the media-related problems as well as their translating sense as a media translator. | 2, 4, 5 | 30 | |

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Additional Information for ATs

Examination

A 2-hr examination on media translation from English to Chinese and vice versa to assess students' ability in their application of rudiments and strategies of media translation.

(CILO No.2, 3, 4)

Assessment Rubrics (AR)

Assessment Task

1. Oral Presentation

Criterion

Skill to analyze and identify the basic problems and common solutions to media translation. Command of the terminology, idiom, and culture-bound language in the area of media translation.

Excellent (A+, A, A-)

The topic is extremely well-presented and analysed. All relevant information is excellently covered. The purpose of analysing and presenting the material is completely achieved. Style and tone are highly appropriate.

Good (B+, B, B-)

The topic is competently presented and very well analysed. The information is sufficiently covered. The purpose of analysing and presenting the material is achieved. Style and tone are appropriate.

Fair (C+, C, C-)

The topic is adequately presented and is analysed reasonably well. Only part of the information is covered. The purpose of analysing and presenting the material is partially achieved. Style and tone are somewhat appropriate

Marginal (D)

The topic is sketchily presented and inadequately analysed. Only limited information is included. The purpose of analysing and presenting the material is not fully achieved. Style and tone are inappropriate.

Failure (F)

The topic is very poorly presented and very inadequately analysed. Extremely limited or inaccurate information is included. The purpose of analysing and presenting the material is not achieved in any way. Style and tone are totally inappropriate.

Assessment Task

2. Written assignments

Criterion

Skill to analyze and identify the basic problems and common solutions to media translation. Cultivate and possess a translating sense that is important and necessary for a professional media translator.

Excellent (A+, A, A-)

An excellent skill to analyse and identify the basic problems and common solutions to media translation. Cultivate and possess an excellent translating sense that is important and necessary for a professional media translator.

Good (B+, B, B-)

Analyse and identify the basic problems and common solutions to media translation in good skills. Cultivate and possess a good translating sense that is important and necessary for a professional media translator.

Fair (C+, C, C-)

Maintain adequate skill levels to analyse and identify the basic problems and common solutions to media translation. Possess an adequate translating sense for a professional media translator.

Marginal (D)

Maintain skill levels to analyse and identify the basic problems and common solutions to media translation. Possess a marginal translating sense for a professional media translator.

Failure (F)

Not even reaching marginal levels to analyse and identify the basic problems and common solutions to media translation. Not even possess a marginal translating sense for a professional media translator.

Assessment Task

3. Examination

Criterion

Skill to analyze and identify the basic problems and common solutions to media translation. Cultivate and possess a translating sense that is important and necessary for a professional media translator.

Excellent (A+, A, A-)

An excellent skill to analyse and identify the basic problems and common solutions to media translation. Cultivate and possess an excellent translating sense that is important and necessary for a professional media translator.

Good (B+, B, B-)

Analyse and identify the basic problems and common solutions to media translation in good skills. Cultivate and possess a good translating sense that is important and necessary for a professional media translator.

Fair (C+, C, C-)

Maintain adequate skill levels to analyse and identify the basic problems and common solutions to media translation. Possess an adequate translating sense for a professional media translator.

Marginal (D)

Maintain skill levels to analyse and identify the basic problems and common solutions to media translation. Possess a marginal translating sense for a professional media translator.

Failure (F)

Not even reaching marginal levels to analyse and identify the basic problems and common solutions to media translation. Not even possess a marginal translating sense for a professional media translator.

Part III Other Information

Keyword Syllabus

- Mass communication and media translation
- Media discourse and media translation
- Nature and rudiments of media translation
- Choice of words in media translation
- Strategies in respect of syntactic structure of media translation
- Rhetoric devices of media translation
- Headlines and promotional materials
- Translation of news
- Magazine translation: profile and travel feature

Reading List

Compulsory Readings

| Title | |
|-------|----|
| 1 | NA |

Additional Readings

| Title | |
|-------|---|
| 1 | 鄭寶璇 (2006) 《傳媒翻譯》(第二版)，香港：香港城市大學出版社 |
| 2 | Itule, Bruce D. & Douglas A. Anderson, (2007). News Writing and Reporting for Today' s Media. 7th Edition. New York: McGraw-Hill. |
| 3 | Mencher, Melvin. (2011). Melvin Mencher' s News Reporting and Writing. 12th Edition. Boston: McGraw Hill. |
| 4 | Mona, Baker. (2018) In Other Words: a course book on translation, Abingdon, Oxon: Routledge. |
| 5 | 廖柏森等 (2011) 《翻譯教學實務指引：從15份專業教案開始》，台北：眾文出版社 |
| 6 | 毛榮貴編著 (2008) 《新世紀大學英漢翻譯教程 (修訂版)》，上海：上海交通大學出版社 |
| 7 | 黃金祺編 (2004) 《英漢對照外交文獻文書教程》，上冊、下冊，北京：世界知識出版社 |