# LT4364: SPECIALIZED TRANSLATION FOR THE MEDIA

**Effective Term**
Semester B 2023/24

## Part I Course Overview

**Course Title**
Specialized Translation for the Media

**Subject Code**
LT - Linguistics and Translation
**Course Number**
4364

**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 (Cantonese)

**Medium of Assessment**
Other Languages

**Other Languages for Medium of Assessment**
English / Chinese

**Prerequisites**
Nil

**Precursors**
LT3350 Translation for the Media

**Equivalent Courses**
CTL4364 Specialized Translation for the Media

**Exclusive Courses**

Nil

# Part II Course Details

**Abstract**

As an advanced course on translation for the media, this course specializes in the translation of media texts from English to Chinese and from Chinese into English, especially in the Hong Kong context. The types of media texts include news articles, magazines articles, promotional materials, advertisements and subtitles. The linguistic, stylistic and cultural features of media texts in the two languages will be studied, providing a basis for the formulation of strategies for translating such texts. Attention will be paid to the ideologies behind different terms, phrases, dialectal features and styles of translation.

The course aims to prepare students for work in Hong Kong as media translators and editors.

**Course Intended Learning Outcomes (CILOs)**

|   | CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|---|---|---|---|---|
| 1 | Demonstrate an understanding of the variety of forms of mass media communication in the contemporary world, including print journalism and broadcast journalism, and their roles in their polities and societies. | | x | x | |
| 2 | Analyze and identify the basic schemata of major forms of media texts in English and Chinese. | | x | x | |
| 3 | Discover and employ a variety of effective pragmatic and rhetorical strategies for solving the special problems posed by some of the more important forms and manifestations of contemporary media communication. | | x | x | x |
| 4 | Exhibit a grasp of media discourse and demonstrate a good translating sense and competence that is important and necessary for a professional media translator to perform various kinds of media translation work. | | 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 features of media texts in Chinese and in English. | 1, 2, 3 | |
| 2 | | Teacher-facilitated discussion on the quality of the students' weekly translation exercises. | 1, 2, 3, 4 | |
| 3 | | Small-group analysis and evaluation of various types of media texts. | 1, 2, 3 | |

**Assessment Tasks / Activities (ATs)**

| | ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|---|---|---|---|---|
| 1 | In-class activities / Participation Students' general performance throughout the semester, for instance in discussions in class. | 1, 2, 3, 4 | 10 | |
| 2 | Translation and Commentary To assess students' ability in applying appropriate strategies for translating/adapting media texts. | 1, 2, 3, 4 | 30 | |
| 3 | Group Presentation Groups of students will be assigned presentation tasks on translating and analyzing a variety of media texts. | 1, 2, 3, 4 | 20 | |

**Continuous Assessment (%)**

60

**Examination (%)**

40

**Examination Duration (Hours)**

2

**Additional Information for ATs**

Examination
To assess students' ability in applying appropriate strategies for translating/adapting news reports. (CILO No. 1-4)

**Assessment Rubrics (AR)**

**Assessment Task**

1. In-class activities / Participation

**Criterion**
Translation skills and discussion

**Excellent (A+, A, A-)**
Very idiomatic translation and very enthusiastic participation. in class discussion.

**Good (B+, B, B-)**
Smooth translation and active participation. in class discussion.

**Fair (C+, C, C-)**
Fair translation and some participation in class discussion.

**Marginal (D)**
Marginally acceptable translation and inadequate participation in class discussion..

**Failure (F)**
Poor translation and little participation in class discussion.

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**Assessment Task**
2. Translation and Commentary

**Criterion**
Ability to organise and analyse what they have learned and discovered in the course

**Excellent (A+, A, A-)**
Shown exceptional analysis of the texts translated with excellent discovery of the issues in media translation.

**Good (B+, B, B-)**
Shown good analysis of the texts translated with good discovery of the issues in media translation.

**Fair (C+, C, C-)**
Shown some analysis of the texts translated with some discovery of the issues in media translation.

**Marginal (D)**
Shown marginally acceptable analysis of the texts translated with little discovery of the issues in media translation.

**Failure (F)**
Shown poor analysis of the the texts translated with no discovery of the issues in media translation

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**Assessment Task**
3. Examination

**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 course content.

**Failure (F)**

Inadequate command of the course content.

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**Assessment Task**

4. Presentation

**Criterion**

Presentation skills and knowledge of subject matter

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

Excellent presentation skills to demonstrate an understanding of the key concepts of certain topic of translation introduced in class.

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

Good presentation skills to demonstrate an understanding of the key concepts of certain topic of translation introduced in class.

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

Acceptable presentation skills to demonstrate an understanding of the key concepts of certain topic of translation introduced in class.

**Marginal (D)**

Marginally acceptable presentation skills to demonstrate an understanding of the key concepts of certain topic of translation introduced in class.

**Failure (F)**

Poor presentation skills showing an inadequate understanding of the key concepts of certain topic of translation introduced in class.

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# Part III Other Information

**Keyword Syllabus**

General principles for the translation of the media

Working environment of journalists in Hong Kong
Linguistic, stylistic and cultural features of media texts in Chinese
Linguistic, stylistic and cultural features of media texts in English
Strategies for translating/adapting various types of media texts

**Reading List**

**Compulsory Readings**

|   | Title |
|---|-------|
| 1 | Bielsa, E. (2007). Translation in Global News Agencies. Target, 19(1), 135-155. |
| 2 | Cappon, René J. (René Jacques). (2000). The Associated Press Guide to News Writing, Forest City, CA: IDG Books Worldwide. |
| 3 | Mossop, B. (2001). Revising and Editing for Translators. Manchester: St. Jerome Publishing. |

| 4 | Qin, Binjian and Zhang, Meifang. (2018). Reframing Translated News for Target Readers: A Narrative Account of News Translation in Snowden's Discourses. Perspectives, Volume 26, Number 2, 4 March 2018, pp. 261-276(16). |

**Additional Readings**

| | Title |
|---|---|
| 1 | 賴蘭香。 (2012)《傳媒中文寫作》。香港：中華書局。 |
| 2 | 黎佩兒 (黃燦然譯)。 (2012)《香港傳媒：新聞自由與政治轉變》。香港：天地圖書公司。 |
| 3 | 李德鳳。(2009) 《新聞翻譯 - 原則與方法》。香港：香港大學出版社。 |
| 4 | 鄭寶璇。(2006) 《傳媒翻譯》(第二版)。香港：香港城市大學出版社。 |