**Hong Kong Shue Yan University**

**Department of English Language & Literature**

1st term, 2018-2019

**Course Title**: Media Translation

**Course Code**: ENG 387

**Year of Study**: 3rd

**Number of Credits**: 3

**Duration in Weeks**: 15

**Contact Hours per Week**: Lecture (2 hours)

Tutorial (1 hour)

**Pre-requisite(s)**: ENG140 Introduction to Translation

**Prepared by**: Dr. WONG Chi Keung

**Course Aims**

The course aims to equip students with the principles and techniques of translating print and non-print media texts, including press releases, magazine articles, features, film scripts, advertisements and corporate promotional materials. The practical and research skills that are of immediate importance to the translation of media texts will also be introduced with translation examples taken from real-world settings. Upon completion of this course, students should be able to formulate and employ appropriate translation strategies to overcome language and cultural barriers of media texts and translate with confidence non-technical media texts from English to Chinese and vice versa.

**Course Outcomes, Teaching Activities and Assessment**

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| **Course Intended Learning Outcomes (ILOs)** | |
| Upon completion of this course students should be able to: | |
| **ILO1** | discern a variety of print and non-print media texts and recognize their language and stylistic features |
| **ILO2** | analyze and identify the basic problems of media translation and present operable solutions using related translation theories. |
| **ILO3** | formulate and employ appropriate translation strategies to overcome language and cultural problems of media texts. |
| **ILO4** | translate with confidence non-technical media texts from English to Chinese and vice versa. |
| **ILO5** | cultivate and develop a good translation sense that is important and necessary for a media translator. |

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| **Teaching and Learning Activities (TLAs)** | |
| **TLA1** | Analysis of the features and rudiments of media translation |
| **TLA2** | Textual analysis of media texts |
| **TLA3** | Critical reading/analysis of media texts using relevant translation theories |
| **TLA4** | Teacher-facilitated discussions of translation problems and strategies. |
| **TLA5** | Evaluation and criticism of real-world translation examples |
| **TLA6** | In-class translation exercises of authentic media texts. |
| **TLA7** | Explanation of translation assignments and exercise |
| **TLA8** | In-class presentation by students of their translation works, followed by critique and discussions. |

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| **Assessment Tasks (ATs)** | | |
| **AT1** | 3 Translation Assignments | 20% (5%\*2+10%\*1) |
| **AT2** | Oral Presentation | 20% |
| **AT3** | Group Translation Project | 20% |
| **AT4** | Final Examination | 40% |
|  | TOTAL | 100% |

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| **Alignment of Course Intended Learning Outcomes, Teaching and Learning Activities and Assessment Tasks** | | |
| **Course Intended Learning Outcomes** | **Teaching and Learning Activities** | **Assessment Tasks** |
| ILO1 | TLA1,2,3, 5 | AT1,3,4 |
| ILO2 | TLA3,4,5,6 | AT1,2,3,4 |
| ILO3 | TLA4,6,7 | AT1,2,3,4 |
| ILO4 | TLA4,6,7 | AT1,3,4 |
| ILO5 | TLA3,4,5,6,8 | AT2,3 |

**Course Outline**

**Week 1**

* **General Introduction:** **Translation Tools and Resources Related to Media Texts**

**Week 2**

* **Features of Media Texts**
  1. The Inverted Pyramid Structure
  2. Informative and Vocative Texts

Readings

Bell, Allan (2003) ‘Poles Apart: Globalisation and the Development of News Discourse across the 20th Century’, in Jean Aitchison and Diana M. Lewis (eds) *New Media Language*, London : Routledge, 7-17.

McLoughlin, Linda (2000) *The Language of Magazines*, London: Routledge.

**Week 3**

* **Methods and Strategies for Media Translation**
  1. Skopos Theory and Communicative Translation
  2. Political Correctness and Critical Discourse Analysis

Readings

Newmark, Peter (1981) *Approaches to Translation*, New York: Pergamon Press.

Richardson, John E. (2007) *Analysing Newspapers: An Approach from Critical Discourse Analysis*, New York: Palgrave Macmillan.

**Week 4**

* **Public Relations Translation**
  1. Corporate Information and Promotional Materials
  2. Translation of Press Releases

Readings

Bivins, Thomas H. (2014) *Public Relations Writing: The Essentials of Style and Format*, 8th edition, New York: McGraw-Hill.

Torresi, Ira (2010) *Translating Promotional and Advertising Texts*, Manchester: St. Jerome.

**Week 5**

* **News Translation (I)**

1. Sources of News and Gate-keeping
2. Translation of Datelines, Headlines and Leads

Readings

Baker, M. (2006) *Translation and Conflict: A Narrative Account*, London: Routledge, 105-140.

Bielsa, Esperanca (2007) ‘Translation in Global News Agencies’, *Target*,19(1), 135-155.

**Week 6**

* **News Translation (II)**
  1. News Broadcasting: Radio, TV and the Internet
  2. Crimes: Spot News vs. Court News

Readings

Montgomery, Martin (2007) *The Discourse of Broadcast News: A Linguistic Approach*, London: Routledge.

Poon, W. Y. (2006) ‘The Translation of Judgments’, *META*, 51(3), 551-569.

**Week 7**

* **Features and Magazine Articles (I)**
  1. Bilingual Publishing
  2. Soft News: Sports and Science in the Media

Readings

Choy, Maria C. (1996) ‘The Art of Bilingual Editing of Magazines’, *Babel*, 42(2), 84-94.

Morrish, John and Paul Bradshaw (2012) *Magazine Editing: In Print and Online*, 3rd edition, New York: Routledge.

**Week 8**

* **Features and Magazine Articles (II)**

1. Bilingual Editing
2. Healthcare Information in the Media

Readings

Levi, Ragnar (2001) *Medical Journalism: Exposing Fact, Fiction, Fraud*, Ames: Iowa State University Press.

Robinson, Douglas (2017) *Translationality: Essays in the Translational-Medical Humanities*, New York: Routledge.

**Week 9**

* **Translation of Brand Names**
  1. Logos, Trademarks, Brand Names and Slogans
  2. Globalization vs. Localiization

Readings

Dollerup, Cay (2008) ‘Translation in the Global/Local Tension’, in Wang Ning and Sun Yifeng (eds) *Translation, Globalization and Localization: A Chinese Perspective*, Clevedon: Multilingual Matters, 31-49.

He, Chuansheng and Xiao Yunnan (2003) ‘Brand Name Translation in China: An Overview of Practice and Theory’, *Babel*, 49(2), 131-148.

**Week 10 & 11**

* **Translation of Advertisements**
  1. Strategies of Cultural Transfer
  2. Translation as Adaptation

Readings

Au, Kenneth Kim-lung (1999) ‘Cultural Transfer in Advertisement Translation’, *Babel*, 45(2), 97-106.

Hutcheon, Linda and Siobhan O'Flynn (2013) *A Theory of Adaptation*, 2nd edition, New York: Routledge.

李克興 (2010)《廣告翻譯理論與實踐》北京：北京大學出版社。

**Week 12**

* **Audio-Visual Translation**

1. Subtitling & Dubbing
2. Time and Space Constraints in Translation

Readings

Gottlieb, Henrik (1994) ‘Subtitling: Diagonal Translation’, *Perspectives: Studies in Translatology*, 2(1), 101-121

Audissino, Emilio (2014) ‘Dubbing as a Formal Interference: Reflections and Examples’, in Dror Abend-David (ed), *Media and Translation: An Interdisciplinary Approach*, New York: Bloomsbury, 97-118.

**Week 13**

* **Recapitulation**

**Week 14 & 15**

* **Reading Weeks**

**Academic Honesty**

You are expected to do your own work. Dishonesty in fulfilling any assignment undermines the learning process and the integrity of your university degree. Engaging in dishonest or unethical behaviour is forbidden and will result in disciplinary action, specifically a failing grade on the assignment with no opportunity for resubmission. A second infraction will result in an F for the course and a report to University officials. Examples of prohibited behaviour are:

* Cheating – an act of deception by which a student misleadingly demonstrates that s/he has mastered information on an academic exercise. Examples include:
* Copying or allowing another to copy a test, quiz, paper, or project
* Submitting a paper or major portions of a paper that has been previously submitted for another class without permission of the current instructor
* Turning in written assignments that are not your own work (including homework)
* Plagiarism – the act of representing the work of another as one’s own without giving credit.
  + Failing to give credit for ideas and material taken from others
  + Representing another’s artistic or scholarly work as one’s own
* Fabrication – the intentional use of invented information or the falsification of research or other findings with the intent to deceive

**To comply with the University’s policy, the term paper has to be submitted to VeriGuide.**

**Resources**

**Primary Texts:**

Abend-David , Dror (2014) *Media and Translation: An Interdisciplinary Approach*,New York: Bloomsbury

Baker, M. (2006) *Translation and Conflict: A Narrative Account*, London: Routledge.

Bielsa, Esperança & Susan Bassnett (2009) *Translation in Global News*, London: Routledge.

Bivins, Thomas H. (2014) *Public Relations Writing: The Essentials of Style and Format*, 8th edition, New York: McGraw-Hill.

Levi, Ragnar (2001) *Medical Journalism: Exposing Fact, Fiction, Fraud*, Ames: Iowa State University Press.

McLoughlin, Linda (2000) *The Language of Magazines*, New York: Routledge

Mencher, Melvin (2010) *Melvin Mencher's News Reporting and Writing*, 12th edition, New York: McGraw-Hill.

Missouri Group (2016) *News Reporting and Writing*, 12th edition, Boston: Bedford.

Richardson, John E. (2007) *Analysing Newspapers: An Approach from Critical Discourse Analysis.* Basingstoke; New York: Palgrave Macmillan.

Robinson, Douglas (2017) *Translationality: Essays in the Translational-Medical Humanities*, New York: Routledge.

Torresi, Ira (2010) *Translating Promotional and Advertising Texts*, Manchester: St. Jerome.

李克興 (2010)《廣告翻譯理論與實踐》北京：北京大學出版社。

**Supplementary Readings:**

Fairclough, Norman. (1995) *Media Discourse*. London; New York: Edward Arnold.

Hutcheon, Linda and Siobhan O'Flynn (2013) *A Theory of Adaptation*, 2nd edition, New York: Routledge.

Montgomery, Martin (2007) *The Discourse of Broadcast News: A Linguistic Approach*, London: Routledge.

Morrish, John and Paul Bradshaw (2012) *Magazine Editing: In Print and Online*, 3rd edition, New York: Routledge.

Rima Malkawi. (2012) *The Ideological Stamp: Translation of Political Discourse in News Media.* Patternson Lakes: Writescope Publishers.

Schäffner, Christina & Susan Bassnett (2010) *Political Discourse, Media and Translation*, Newcastle upon Tyne: Cambridge Scholars.

Warner, Helen (2014) *Fashion on Television: Identity and Celebrity Culture*, London: Bloomsbury.

朱伊革 (2007)《英語新聞的語言特點與翻譯》上海：上海交通大學出版社。

廖柏森 (2007)《新聞英文閱讀與翻譯技巧》臺北：眾文圖書股份有限公司。

劉其中 (2004)《新聞翻譯教程》北京：中國人民大學出版社。

劉洪潮 (2005)《怎樣做新聞翻譯》北京：中國傳媒大學出版社。

鄭寶璇 (2004)《傳媒翻譯》香港：香港城巿大學出版社。

**Assessment Rubrics**

* Individual written assignments will be given, involving translation from Chinese to English and vice versa.
* Students are required to work on a translation project in small groups and give a presentation on problems encountered and strategies used towards the end of the semester.

**Rubric for Oral Presentation**

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| **Criteria** | **Exemplary** | **Satisfactory** | **Developing** | **Unsatisfactory** |
| **Communication Skills** | Consistently speaks with appropriate volume, tone, and articulation. | Generally speaks with appropriate volume, tone, and articulation. | Has difficulty speaking with appropriate volume, tone, and articulation. | Does not speak with appropriate volume, tone, and articulation. |
| Consistently employs appropriate eye contact and posture. | Frequently employs appropriate eye contact and posture. | Employs infrequent eye contact and/or poor posture. | Makes no eye contact. |
| Consistently employs appropriate nonverbal communication techniques. | Adequately employs appropriate nonverbal communication techniques. | Employs limited nonverbal communication techniques. | Does not employ nonverbal communication techniques. |
| Consistently exhibits poise, enthusiasm, and confidence. | Generally exhibits poise, enthusiasm, and confidence. | Exhibits limited poise, enthusiasm, and confidence. | Lacks poise, enthusiasm, and confidence. |
| Adheres to prescribed time guidelines. | Adheres to prescribed time guidelines. | Violates prescribed time guidelines. | Violates prescribed time guidelines. |
| Employs creative use of visual aids that enrich or reinforce presentation. | Employs appropriate visual aids that relate to presentation. | Employs ineffective visual aids. | Uses no visual aids. |

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| **Content and Coherence** | Effectively defines a main idea and clearly adheres to its purpose throughout presentation. | Adequately defines a main idea and adheres to its purpose throughout presentation. | Insufficiently defines a main idea and adheres to its purpose throughout presentation. | Does not define a main idea or adhere to its purpose. |
| Employs a logical and engaging sequence which the audience can follow. | Employs a logical sequence which the audience can follow. | Employs an ineffective sequence confusing to the audience. | Lacks an organizational sequence. |
| Demonstrates exceptional use of supporting details/ evidence. | Demonstrates sufficient use of supporting details/ evidence. | Demonstrates insufficient supporting details/ evidence. | Demonstrates no supporting details/evidence. |
| **Responses to questions** | Confidently, politely, and accurately responds to instructor’s or classmates’ questions and comments. | Politely and accurately responds to instructor’s or classmates’ questions and comments. | Ineffectively responds to instructor’s or classmates’ questions and comments. | Unacceptably responds/does not respond to instructor’s or classmates’ questions and comments. |

**Rubric for Translation Assignments, Project and Examination**

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| **Criteria** | **Exemplary** | **Satisfactory** | **Developing** | **Unsatisfactory** |
| **Theoretical Knowledge** | Demonstrate an excellent command of fundamental knowledge in the concepts of media discourse and media translation. | Good command of fundamental knowledge in the concepts of media discourse and media translation. | Barely adequate command of the course content. | Familiarity with the subject matter. |
| **Practical Skills** | An excellent skill to analyze and identify the basic problems and common solutions to media translation. | Analyze and identify the basic problems and common solutions to media translation in good skills. | Maintain adequate skill levels to analyze and identify the basic problems and common solutions to media translation. | Marginal skill levels to analyze and identify the basic problems and common solutions to media translation. |
| Excellently manipulate the terminology, idiom, and culture-bound language in the area of media translation. | Good command of the terminology, idiom, and culture-bound language in the area of media translation. | Adequate command of the terminology, idiom, and culture-bound language in the area of media translation. | Marginal ability and skills to manipulate the terminology, idiom, and culture-bound language in the area of media translation. |
| Excellently formulate effective logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media. | Formulate effective logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media in good skills. | Acceptable skills to formulate logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media. | Marginal ability and skills to formulate logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media. |
| **Professionalism** | Possess an excellent translating sense that is important and necessary for a professional media translator. | Possess a good translating sense that is important and necessary for a professional media translator. | Possess an adequate translating sense for a professional media translator | Possess a marginal translating sense for a professional media translator. |