

TRAN3830 - Mass Media Translation

Course learning outcome

Upon completion of this course, students will

1. acquire the basic skills for analysing and translating texts for the media;
2. be able to reflect on the ideological issue concerning mass media translation, and the relation between language and ideology;
3. develop critical thinking and interpersonal communication skills through group works, presentations and class discussion.

Course syllabus

1. Defining the Mass Media and the nature of mass media communication;
2. Language and style: news reports, webpage, advertisements, etc.;
3. Analytical tools: Text-types and translation types; Critical Discourse Analysis;
4. Theoretical Framework: Localization and Globalization.

Assessment type and percentage

Assessment Type	Percentage
1. Essay test or exam	40%
2. Other	35%
3. Presentation	25%

Feedback for evaluation

Students are welcome to provide their feedback on the course through 歡迎學生透過以下途徑發表課程意見

- mid-term questionnaires 學期中問卷調查
- end-of-term questionnaires 學期尾問卷調查
- emails 電郵

Required readings

On language and style of the mass media:

1. Bell, Allan. *The Language of News Media*. Oxford: B. Blackwell, 1991;
2. Bielsa, Esperança and Susan Bassnett. *Translation in Global News*. London and New York: Routledge, 2009.
3. Torresi, Ira. *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing, 2010.
4. 鄭寶璇。《傳媒翻譯》。香港：香港城市大學出版社，2004。

5. 李德鳳。《新聞翻譯—原則與方法》。香港：香港大學出版社，2009。

On critical discourse analysis:

1. Fairclough, Norman. *Analyzing Discourse: Textual Analysis for Social Research*. London & New York: Routledge, 2003;
2. Kuo, Sai-hua and Mari Nakamura. Translation or Transformation? A Case Study of Language and Ideology in the Taiwan Press. In *Discourse and Society* 16(3), 2005. (pp.393-417).

On localization:

1. Pym, Anthony. *The Moving Text – Localization translation, and distribution*. Amsterdam, Philadelphia P.A.: John Benjamins, 2004.

Recommended readings

1. Baker, Mona. *Translation and Conflict: a Narrative Account*. London, New York: Routledge, 2006;
2. Berger, Arthur Asa. *Narratives in Popular Culture, Media, and Everyday Life*. Thousand Oaks: Sage Publications, 1997;
3. Kondor, Zsuzsanna. *Embedded Thinking: Multimedia and the New Rationality*. Frankfurt am Main, New York: Peter Lang, 2008.
4. Li, David, et.al. *Contrastive Discourse in English and Cantonese News Stories: a Preliminary Analysis of Newspaper, Radio, and Television Versions of the Lan Kwai Fong New Year's News Story*. Hong Kong: City Polytechnic of Hong Kong, 1993;
5. McLoughlin, Linda. *The Language of Magazines*. London, New York: Routledge, 2000
6. Montgomery, Martin. *The Discourse of Broadcast News: a Linguistic Approach*. London, New York: Routledge, 2007;
7. Munday, Jeremy. *Style and Ideology in Translation: Latin American Writing in English*. New York: Routledge, 2008;
8. Simms, Karl ed. *Translating Sensitive Texts: Linguistic Aspects*. Amsterdam, Atlanta, Ga: Rodopi, 1997;
9. Van der Geest, Thea M. *Web Site Design is Communication Design*. Amsterdam/Philadelphia: John Benjamins Publishing Company, 2001.
10. 黃煜、盧丹懷、俞旭。《香港中文報章的語言與報道問題評析》。香港：三聯書店，1998；
11. 王璞。《現代傳媒寫作教程》。香港：三聯，1996；
12. 吳為章。《廣播電視話語研究選集》。北京：北京廣播學院出版社，1997；
13. 張頌。《語言傳播文論》。北京：中國傳媒大學出版社，1999，2002，2006