

## TRAN3880 - Public Relations Translation

### Course learning outcome

Upon completion of this course, students will

1. acquire the basic skills of translating for the field of Public Relations;
2. develop interpersonal communication skills through group works, presentations and class discussion;
3. acquire a better understanding of the dynamics of the translation practice, e.g. doing research on specific areas, observing translational norms and cultural/professional constraints, negotiating with different agents: the clients, the commissioners, the end-users, etc.
4. be able to reflect on the positioning of the translator within the social context, rethinking the practice of translation which involves much more than language and culture.

### Course syllabus

1. Defining Public Relations;
2. PR writing and style: Press releases; backgrounders, bios and fact sheets; feature articles;
3. Analytical tools: Text typology; M.A.K. Halliday's Transitivity;
4. The Functionalist Approaches: Translational Action: and Skopos theorie;
5. Theoretical Framework: Pierre Bourdieu's Theory of Practice.

### Assessment type and percentage

| Assessment Type       | Percentage |
|-----------------------|------------|
| 1. Essay test or exam | 40%        |
| 2. Other              | 25%        |
| 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 Public Relations Translation

1. Newsom, Doug. *Public Relations Writing: Form and Style*. Belmont, CA: Thomson Wadsworth, 2008.

2. Torresi, Ira. *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing, 2010.
3. Wilcox, Dennis L. *Public Relations Writing and Media Techniques*. Boston: Pearson/Ally and Bacon, 2009.

#### On Textual Analysis

1. Halliday, M.A.K. *An Introduction to Functional Grammar*, 3<sup>rd</sup> edition. London: Arnold, 2004.

#### On the Theoretical Framework:

1. Nord, Christiane. *Translation as a Purposeful Activity: Functionalist Approaches Explained*. Manchester, U.K.: St. Jerome, 1997.
2. Swartz, David. *Culture and Power – The Sociology of Pierre Bourdieu*. London: The University of Chicago Press, 1997.

#### **Recommended readings**

1. Bourdieu, Pierre. Matthew Adamson tran. *In Other Words: Essays Towards a Reflexive Sociology*. Stanford, California: Stanford University Press, 1990a.
2. --. Richard Nice tran. *The Logic of Practice*. Stanford, California: Stanford University Press, 1990b.
3. --. *Practical Reason: on the Theory of Action*. Cambridge: Polity Press, 1998.
4. Ries, Al and Laura Ries. *The Fall of Advertising and the Rise of PR*. New York: HarperBusiness, 2004.