

THE CHINESE UNIVERSITY OF HONG KONG

DEPARTMENT OF TRANSLATION

2016-17

COURSE OUTLINE

<b>COURSE CODE</b>
TRAN3830
<b>ENGLISH TITLE</b>
<b>Mass Media Translation</b>
<b>CHINESE TITLE</b>
傳播媒介翻譯
<b>NUMBER OF UNITS</b>
3
<b>DESCRIPTION</b>
The aim of this course is to familiarize students with the register and discourse characteristics of the relevant language variety in both English and Chinese, and to develop and reinforce the skills and techniques required of their translation into/from Chinese/English. This course is essentially practical in that it concentrates on translating representative and graded material through regular home and class assignments.

**COURSE OVERVIEW**

The course places emphasis on the nature of mass media communication and the different types of texts and translations found in the field. Selected texts from newspapers, magazines, websites and advertisements are used as materials to examine issues arising from mass media translation including text-types and relevant translation strategies, language and ideology.

**LEARNING OUTCOMES**

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.

**Implication for learning activities**

The course is made up of lectures (2 hrs/wk) and tutorials (1 hr/wk). Students are encouraged to participate actively in class discussion and group presentation. Authentic materials both in English and Chinese are provided for stylistic analysis and translation practice.

### Implication for assessment

Students will be assessed via two take-home assignments, a group presentation and a term test. The assignments will help students apply the skills they have learnt in class. The group presentation is evaluated on the quality of the overall group effort as well as on each member's individual presentation. Students will also be graded upon an in-class participation score. These several components ensure that all students have the chance to demonstrate improvement over time, and not having their grade of the course dependent wholly on one final examination.

### LIST OF TOPICS

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.

### LEARNING ACTIVITIES

Lecture	Tutorial	Others:
Hours per week 1 hour 30 minutes	Hours per week 45 minutes	Hours per week

### ASSESSMENT SCHEME

Task nature	Weight
Course participation (attendance, engagement in in-class and online discussion)	10%
Group presentation	25%
Home assignments	25%
Term test	40%

### RECOMMENDED LEARNING RESOURCES

Baker, Mona (2006). *Translation and conflict: A narrative account*. London, New York: Routledge.

Bell, Allan (1991). *The language of news media*. Oxford: B. Blackwell.

Bielsa, Esperança, & Bassnett, Susan (2009). *Translation in global news*. London and New York: Routledge.

Itule, B.D. & Anderson, D.A. (2007). *News writing and reporting for today's media* (7<sup>th</sup> edn.). New York: McGraw Hill.

McLoughlin, Linda (2000). *The language of magazines*. London, New York: Routledge.

Montgomery, Martin (2007). *The discourse of broadcast news: A linguistic approach*. London, New York: Routledge.

Torresi, Ira (2010). *Translating promotional and advertising texts*. Manchester; Kinderhook, NY: St. Jerome Publishing.

端木義萬編 (2000)。《傳媒英語研究》。北京：中國社會科學出版社。

黃煜、盧丹懷、俞旭 (1998)。《香港中文報章的語言與報道問題評析》。香港：三聯書店。

李德鳳 (2009)。《新聞翻譯—原則與方法》。香港：香港大學出版社。

李克興 (2011)。《廣告翻譯：理論與實踐》。北京：北京大學出版社。

賴蘭香 (2012)。《傳媒中文寫作 (修訂版)》。香港：中華書局。

吳為章 (1997)。《廣播電視話語研究選集》。北京：北京廣播學院出版社。  
 許明武 (2006)。《新聞英語與翻譯》。北京：中國對外翻譯出版公司。  
 鄭寶璇 (2004)。《傳媒翻譯》。香港：香港城市大學出版社。

### FEEDBACK FOR EVALUATION

Students are welcome to provide feedback on the course through

- mid-term questionnaires
- end-of-term questionnaires
- emails

### COURSE SCHEDULE

Week	Topic	Activities/Requirements
1	Introduction; mass media communication Media discourse: language features and functions	Group discussion
2	Translating media: basic issues and strategies	Group discussion
3	News translation (1)	Group discussion
4	News translation (2)	Group discussion Assignment 1
5	Broadcast news translation	Group discussion
6	Holiday	Group discussion Assignment 1 due
7	Magazine translation (1)	Group discussion Assignment 2
8	Magazine translation (2)	Group presentation 1
9	Translating advertising materials (1)	Group presentation 2 Assignment 2 due
10	Translating advertising materials (2) Review of Home Assignment 1	Group presentation 3
11	Translating webpages	Group presentation 4
12	Course review Review of Home Assignment 2 Group presentation 5	Group presentation 6
13	Term Test	Group presentation 7

### CONTACT DETAILS

<b>Lecturer</b>	
Name:	Dr Law Wai On, Kurt
Office Location:	Room106, 1/F., Leung Kau Kui Building
Telephone:	3943 7693
Email:	wolaw@arts.cuhk.edu.hk
Teaching Venue:	UCC201; MMW715
Website (optional):	
Office Hours:	

## **COURSE ANNOUNCEMENTS**

Course announcements and materials will be posted on CU eLearning System / distributed in class.

### **Policy on Absenteeism**

In respect of individual courses, a student who, without permission to take leave, has been absent for a continuous period exceeding 4 weeks shall, subject to the Department Board's approval, be given Grade F for the course(s) concerned.

### **Policy on Penalties for Late Submission of Written Work**

Late submission of written work 1-7 days: Minus **ONE** Sub-grade.

Late submission of written work beyond 7 days: The work will not be graded and **Grade F** be given.

## **ACADEMIC HONESTY AND PLAGIARISM**

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed **declaration** that they are aware of these policies, regulations, guidelines and procedures. In the case of group projects, all students of the same group should be asked to sign the declaration, each of whom is responsible should there be any plagiarized contents in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the plagiarized contents.

For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. Assignments without the properly signed declaration will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.