

THE CHINESE UNIVERSITY OF HONG KONG

DEPARTMENT OF TRANSLATION

2017-18

COURSE OUTLINE

COURSE CODE
TRAN3880
ENGLISH TITLE
Public Relations Translation
CHINESE TITLE
公共關係翻譯
NUMBER OF UNITS
3
DESCRIPTION
This course offers an introduction to the translation of texts in the public relations field. Relevant writing and translating techniques will be practised with respect to the nature and scope of the PR profession. Topics include the language features of PR documents in general, the functionalist translation approach, and the translation of news releases, mission statements, company profiles, social responsibility reports and crisis communication documents.

COURSE OVERVIEW

This is a specialised translation course for students who are interested in translating texts serving a PR purpose. The Functionalist Approach is adopted, focusing on Hans Vermeer's *Skopostheorie*. Students are trained to identify the translational *skopos* from the perspective of a text producer. Selected translations of press releases, feature and byline articles, as well as information leaflets, will be used as materials to address the technical aspect of the practice.

LEARNING OUTCOMES

Upon completion of this course, students will

- acquire the basic skills of translating for the field of Public Relations;
- 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, etc.; and
- develop interpersonal communication skills through group work, presentation and class discussion.

Implication for learning activities

The course is made up of lectures (2 periods/wk) and tutorials (1 period/wk). Students are introduced to the analytical tools and cases for further discussion. Small groups will lead seminars

to present cases of their own choice, followed by a class discussion. There are also class work and a test for students to complete under time pressure.

Implication for assessment

Students are assessed on their translation skills (through individual assignments and a test), analytical skills (through group projects and class discussion), and communication skills (through their participation in class discussion and seminars).

LIST OF TOPICS

- Defining Public Relations;
- PR writing and style;
- The Functionalist Approach;
- Translating news releases, company profiles, mission statements, social responsibility reports, documents in crisis communication, etc.

LEARNING ACTIVITIES

Lecture	Tutorial	Others
Hours per week 1 hr 45 mins	Hours per week 45 mins	Hours per week

ASSESSMENT SCHEME

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

RECOMMENDED LEARNING RESOURCES

- Bivins, T. H. (2011). *Public relations writing: The essentials of style and format*. New York: McGraw-Hill.
- Bourdieu, P. (1998). *Practical reason: On the theory of action*. Cambridge: Polity Press.
- Carstarphen, M. G., & Wells, R. A. (2004). *Writing PR: A multimedia approach*. Boston: Pearson.
- Foster, J. (2008). *Effective writing skills for public relations*. London: Kogan Page.
- Foster, J. (Ed.). (2012). *Writing skills for public relations: Style and technique for mainstream and social media*. (5th edn.). London; Philadelphia: Kogan Page.
- Gambier, Y., & Giottlieb, H. (Eds.) (2001). *(Multi)Media translation: Concepts, practices and research*. Amsterdam; Philadelphia: J. Benjamins.
- Marsh, C., Guth, D., & Short, B. P. (2009). *Strategic Writing: Multimedia writing for public relations, advertising and more*. Boston: Pearson/Allyn and Bacon.
- Morris, T., & Goldsworthy, S. (2008). *Public relations for Asia*. New York: Palgrave Macmillan.
- Newsom, D. (2008). *Public relations writing: Form and style*. Belmont, CA: Thomson Wadsworth.
- Nord. C. (1997). *Translation as a purposeful activity: Functionalist approaches explained*.

Manchester: St. Jerome.

- Rattu, K. K. (2000). *Translation through media in new millennium*. Jaipur: Surabhi Publications.
- Ries, A., & Ries, L. (2002). *The fall of advertising and the rise of PR*. New York: HarperBusiness. (阿爾·里斯、勞拉·里斯 (2004)。《公關第一，廣告第二》(羅漢、虞琦譯)。上海：世紀出版集團。)
- Smith, R. D. (2008). *Becoming a public relations writer: A writing process workbook for the profession*. (3rd ed.). New York: Routledge.
- Strunk, W. *The elements of style* [www.bartleby.com/141/]
- Swartz, D. (1997). *Culture and power – The sociology of Pierre Bourdieu*. London: The University of Chicago Press.
- Torresi, I. (2010). *Translating promotional and advertising texts*. Manchester: Kinderhook; NY: St. Jerome Publishing.
- Vermeer, H. J. (2000). Skopos and commission in translation action. In L. Venuti (Ed.), *The translation studies reader* (pp. 221-232). New York: Routledge.
- Vitale, J. (2007). *Hypnotic writing. How to seduce and persuade customers with only your words*. New Jersey: John Wiley & Sons.
- Waddington, S. (Ed.) (2012). *Share this: The social media handbook for PR professionals*. Chichester, West Sussex: John Wiley & Sons.
- Whitaker, W. (2000). *Media writing: Print, broadcast and public relations*. New York: Longman.
- Wilcox, D. L. (2009). *Public relations writing and media techniques*. Boston: Pearson/Ally and Bacon.
- 蔡富春編 (2002)。《中國商務應用文書手冊》。經濟日報出版社(香港)。
- 大龍、王廬霞、尹濤 (2006)。《中國式公關》。北京：中信出版社。
- 賴蘭香 (2012)。《傳媒中文寫作》(修訂版)。香港：中華書局。
- 吳友富編 (2007)。《中國公共關係20年發展報告》。上海：上海外語教育出版社。

FEEDBACK FOR EVALUATION

Students are welcome to provide feedback on the course through

- mid-term questionnaires
- end-of-term questionnaires
- e-mail

COURSE SCHEDULE

Week	Lecture	Activities / Requirements
1	<ul style="list-style-type: none">▪ Course introduction▪ Public Relations: Definitions and Operations▪ Cultural awareness of PR translators▪ Bourdieu's sociology and PR	<ul style="list-style-type: none">▪ Group discussion
2	<ul style="list-style-type: none">▪ PR writing and style▪ Functional approach for PR translation: <i>Skopostheorie</i>▪ Translation of PR writings: strategies and difficulties	<ul style="list-style-type: none">▪ Group discussion
3	<ul style="list-style-type: none">▪ Translation of news releases	<ul style="list-style-type: none">▪ Group discussion▪ Seminar arrangement
4	<ul style="list-style-type: none">▪ Translation of backgrounders, factsheets	<ul style="list-style-type: none">▪ Group discussion

5	<ul style="list-style-type: none"> ▪ Translation of biographies, mission statements 	<ul style="list-style-type: none"> ▪ Group discussion ▪ Home Assignment 1
6	<ul style="list-style-type: none"> ▪ Chinese New Year Holiday 	
7	<ul style="list-style-type: none"> ▪ Translation of company profiles 	<ul style="list-style-type: none"> ▪ Group discussion
8	<ul style="list-style-type: none"> ▪ Translation of social responsibility reports 	<ul style="list-style-type: none"> ▪ Seminar 1 ▪ Home Assignment 1 due
9	<ul style="list-style-type: none"> ▪ Translation of speeches 	<ul style="list-style-type: none"> ▪ Seminar 2 ▪ Home Assignment 2
10	<ul style="list-style-type: none"> ▪ Translation of feature articles ▪ Review of Home Assignment 1 	<ul style="list-style-type: none"> ▪ Seminar 3
11	<ul style="list-style-type: none"> ▪ Translation of direct mail 	<ul style="list-style-type: none"> ▪ Seminar 4 ▪ Home Assignment 2 due
12	<ul style="list-style-type: none"> ▪ Translation for crisis communication 	<ul style="list-style-type: none"> ▪ Seminar 5
13	<ul style="list-style-type: none"> ▪ Social media translation 	<ul style="list-style-type: none"> ▪ Seminar 6
14	<ul style="list-style-type: none"> ▪ Course review ▪ Review of Home Assignment 2 	<ul style="list-style-type: none"> ▪ Seminar 7
15	<ul style="list-style-type: none"> ▪ Term Test 	

CONTACT DETAILS

Lecturer	
Name:	Dr Law Wai On, Kurt
Office Location:	Room 106, 1/F., Leung Kau Kui Building
Telephone:	3943 7693
Email:	wolaw@arts.cuhk.edu.hk
Teaching Venue:	
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.