

THE CHINESE UNIVERSITY OF HONG KONG

DEPARTMENT OF TRANSLATION

2017–18

COURSE OUTLINE

COURSE CODE TRAN6106
ENGLISH TITLE Translation of Public Relations Writings
CHINESE TITLE 公關文獻翻譯
NUMBER OF UNITS 3
DESCRIPTION This course aims at training students in the skills of translating public relations writings. Students are introduced to a variety of PR materials such as press releases, newsletters, bulletins, brochures, etc. Translation techniques will be discussed with emphasis on the specific language styles targeted at different audiences. Through in-class discussions and exercises, students will learn to build up sensitivity towards translating for different types of PR work.

COURSE OVERVIEW

This is an intensive and practical course covering a wide range of topics relating to the translation of public relations writings. Emphasis is placed on developing skills of contextual interpretation, expression of ideas, and presentation of information. Students who are interested in the linguistic features of PR materials are welcome to enrol. No prior knowledge is required.

LEARNING OUTCOMES

Expected learning outcomes

Upon completion of the course, students are expected to:

- 1) demonstrate a good comprehension of stylistic features of materials in areas of public relations, and reflect critically on the quality of translations for materials of this type;
- 2) demonstrate the ability to apply principles and techniques necessary for the translation of public relations materials, such as press release, speech and social responsibility report; and
- 3) confidently deal with challenges they will **likely** encounter in translating marketing and PR texts.

Implication for learning activities

Apart from lectures, home assignments and guided reading, this Course is designed to acquaint students with the knowledge of the discipline through in-class discussions and presentations. Interactive discussions will be held in Weeks 2 and 3, followed by group presentations in the following weeks. Focus is placed on textual analysis of PR materials used by corporations, non-profit agencies, and other types of organisations. Students need to work with their peers and make value-added contributions making use of the material provided by the teacher or chosen by themselves.

Implication for assessment

Student performance is evaluated through home assignments, a term test and group presentation, through which they are expected to **demonstrate knowledge** and understanding of translation principles and methods discussed in lectures. Students' level of participation in class activities such as interactive discussion is also **assessed** as part of their overall grade.

LIST OF TOPICS

1. General features of texts in the field of public relations
2. Translation of words, phrases and sentences in PR and marketing materials
3. Style, register and discourse of texts in areas of public relations
4. Problems and challenges
5. Principles and strategies for translating PR materials, e.g. press release, speech and social responsibility report

LEARNING ACTIVITIES

Lecture	Tutorial	Others:
Hours per week 2 hrs. 15 mins.	Hours per week	Hours per week

ASSESSMENT SCHEME

Task nature	Weight
Individual home assignments	40%
Class participation	10%
Individual/group presentation	20%
Term test	30%

RECOMMENDED LEARNING RESOURCES

Suggested Readings:

- Bivins, Thomas H. (2013). *Public Relations Writings. The Essentials of Style and Format*. New York: McGraw Hill.
- Foster, John (2012). *Writing Skills for Public Relations*. London: Kogan Page.
- Newsom, Doug (2008). *Public Relations Writing: Form and Style*. Belmont, CA: Thomson Wadsworth.
- Rattu, K.K. (2000). *Translation through Media in New Millennium*. Jaipur: Surabhi Publications.
- Smith, Ronald D. (2008). *Becoming A Public Relations Writer: A Writing Process Workbook for the Profession*. Third Edition. New York: Routledge.
- Torresi, Ira (2010). *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing.
- Vitale, Joe (2007). *Hypnotic Writing. How to Seduce and Persuade Customers with Only Your Words*. New Jersey: John Wiley & Sons.
- Wilcox, Dennis L. (2005). *Public Relations Writing and Media Technique*. New York: Longman.
- 陳家華、陳霓著 (2006)。《廣告公關新思維：與香港業界對談》。香港：香港城市大學出版社。
- 賴蘭香著 (2012)。《傳媒中文寫作》(修訂版)。中華書局。
- 謝虹光編著 (2006)。《實用公關寫作》。中國經濟出版社。
- 張冠華著 (2002)。《公關寫作/方法·技巧·範例》。西北大學出版社。

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	<ul style="list-style-type: none">• Course introduction• Defining Public Relations and Translation of PR Writings• Principles and Techniques of Writing and Translating Press Release-1	<ul style="list-style-type: none">• Assignment #1
2	<ul style="list-style-type: none">• Principles and Techniques of Writing and Translating Press Release-2	<ul style="list-style-type: none">• In-class Discussion - Essentials of Style and Format in Public Relations Writing
3	<ul style="list-style-type: none">• Principles and Techniques of Writing and Translating Biography and Backgrounder	<ul style="list-style-type: none">• In-class Discussion - Translation Challenges

4	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Mission Statement 	<ul style="list-style-type: none"> Group Presentation - Press Release
5	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Social Responsibility Report - 1 	<ul style="list-style-type: none"> Group Presentation - Press Release Home Assignment #1 due
6	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Social Responsibility Report - 2 	<ul style="list-style-type: none"> Group Presentation - Mission Statement
7	<ul style="list-style-type: none"> Discussion of Home Assignment 1 Principle and Techniques of Writing and Translating Speeches and Presentations-1 	<ul style="list-style-type: none"> Home Assignment #2 Group Presentation - Mission Statement
8	<ul style="list-style-type: none"> Principle and Techniques of Writing and Translating Speeches and Presentations-2 	<ul style="list-style-type: none"> Group Presentation - Social Responsibility Report
9	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Feature Articles 	<ul style="list-style-type: none"> Group Presentation - Speech and Presentation Home Assignment #2 due
10	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Newsletters and Direct Mail 	<ul style="list-style-type: none"> Group Presentation - Speech and Presentation
11	<ul style="list-style-type: none"> Principles and Techniques of Writing and Translating Bulletins and Brochures Discussion of Home Assignment 2 	<ul style="list-style-type: none"> Group Presentation - Newsletters and Direct Mail
12	<ul style="list-style-type: none"> Term Test 	<ul style="list-style-type: none"> Group Presentation - Bulletins and Brochures

CONTACT DETAILS

Professor/Lecturer/Instructor	
Name:	Cheng Tak Man Nelson
Office Location:	
Telephone:	
Email:	nelsoncheng@netvigator.com
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 a failure grade 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.