

**THE CHINESE UNIVERSITY OF HONG KONG**

**DEPARTMENT OF TRANSLATION**

**2016-17**

**COURSE OUTLINE**

<b>COURSE CODE</b> TRAN6107
<b>ENGLISH TITLE</b> Mass Media Translation
<b>CHINESE TITLE</b> 大眾傳媒翻譯
<b>NUMBER OF UNITS</b> 3
<b>DESCRIPTION</b> <p>This course gives students intensive training in translating a wide variety of print and non-print media texts selected from newspapers, magazines, film, radio, and television. Special attention will be given to news coverage, editorials, features, profiles, press releases, advertisements, and film scripts.</p> <p>本科目提供學生強化訓練，翻譯各類選自報章、雜誌、廣播、電視及電影的印刷和非印刷媒體文本。重點講授新聞報導、社論、專題特寫、人物專訪、新聞發布、廣告乃至影視腳本的翻譯。</p>

**COURSE OVERVIEW**

This course will first define the nature of mass media communication, then familiarise students with relevant theories which may help them in selecting appropriate strategies and techniques in the process of translating different types of mass media texts. Students will be given a variety of media texts such as recruitment advertisements, court reports and daily news for translation practices. However, the course will focus on the principles and strategies for translating news headlines, leads and body-texts, and the cultural factors embedded in media translation so that students may learn essential translation knowledge and skills as required of an all-rounded translator.

**LEARNING OUTCOMES**

**Expected learning outcomes**

- acquire a solid knowledge of the mass media as a discipline;
- understand the stylistic features and text types of media writings;
- master the basic principles, strategies and techniques for analyzing, writing and translating texts for the media;
- reflect critically on the ideological and cultural issues concerning mass media translation, and the relation among language, culture and ideology.

**Implication for learning activities**

Most of the sessions are lectures given by the instructor with carefully prepared ppts and up-to-date news materials. Students will be divided into several small groups to prepare a group presentation and share their intensive knowledge on some selected topics of a particular type of media translation. Besides, feedbacks and comments on their assignment will be promptly given in interactive tutorials.

**Implication for assessment**

Students are required to complete three written translation assignments (one from English into Chinese and the other, vice versa; and the third one which will not be directly counted in calculating their grade) relating to some major topics covered in the lectures, and prompt feedbacks or comments on their work will be given so that they understand the strengths or weaknesses of their work. The assignments account for 40% of the grade. Another 40% of the grade comes from the final translation test consisting of two questions. An additional 20% of their grade will be derived from the students' class participation, but mainly based on the quality of their group presentations.

**LIST OF TOPICS**

- Defining the mass media and the nature of mass media communication;
- Exploring the language and style for news reports, magazines, web-pages, advertisements, etc.;
- Reviewing the translation theories relevant to the mass media translation;
- Introducing five Ws and one H in news writing and applying Halliday's theory to analyzing news text;
- Discussing specific concepts, strategies and techniques for translating general news, court reports, and financial news.

**LEARNING ACTIVITIES**

<b>Lecture</b>	<b>Tutorial</b>	<b>Others:</b> Please specify
<b>Hours per week</b> 2 hrs. 15 mins.	<b>Hours per week</b>	<b>Hours per week</b>

**ASSESSMENT SCHEME**

<b>Task nature</b>	<b>Weight</b>
3 Individual assignments	40%
Group Presentation & Class participation	20%
Final test*	40%
<p>*Students will be assessed via the first two take-home assignments (the third one will not be directly counted in calculating their final grade), a group presentation and a final test. The assignments will help students apply the theories and techniques 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 performance. Students will also be graded upon an in-class participation score. These several components will ensure that the students' grade of the course won't be wholly dependent on one final test and all students will have the opportunity to demonstrate improvement over time.</p>	

## RECOMMENDED LEARNING RESOURCES

### Required:

1. Authentic ppt materials prepared by the instructor both in English and Chinese are provided for stylistic analysis and translation practice.

### Recommended:

1. 李德鳳 (2009)。《新聞翻譯—原則與方法》。香港：香港大學出版社。
2. 李克興 (2011)。《廣告翻譯：理論與實踐》。北京：北京大學出版社。
3. 王璞 (1996)。《現代傳媒寫作教程》。香港：三聯書店(香港)有限公司。
4. 鄭寶璇 (2004)。《傳媒翻譯》。香港：香港城市大學出版社。
5. Bell, Allan (1991). *The Language of News Media*. Oxford: B. Blackwell.
6. Bielsa, Esperança and Susan Bassnett (2009). *Translation in Global News*. London; New York: Routledge.
7. McLoughlin, Linda (2000). *The Language of Magazines*. London; New York: Routledge.
8. Montgomery, Martin (2007). *The Discourse of Broadcast News: A Linguistic Approach*. London; New York: Routledge.
9. Torresi, Ira. (2010). *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing.

## 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	Defining the mass media and the nature of mass media communication; Review of the translation theories applicable to mass media translation;	Lecture
2	Linguistic features of English news: styles, and conventions; Translation of vogue words in mass media; General techniques for translating news;	Lecture
3	Introduction to five Ws and one H in news writing; Application of Halliday's theory to analysing body text ;	Lecture Assignment 1 given
4	Translation of a special genre in the mass media--Translation of classified Ad	Lecture
5	How to write & translate news headline, lead, and body text (Part I);	Lecture & workshop
6	How to write & translate news headline, lead, and body text (Part II);	Lecture & workshop Assignment 1 due

7	Translation of court reports and criminal cases: basic concepts and strategies (Part I)	Lecture Assignment 2 given
8	Translation of court reports and criminal cases: basic concepts, strategies and practices (Part II)	Lecture
9	Group presentations on financial news translation, Session I (each group will have 20 minutes)	Group presentations start
10	Group presentations on financial news translation, Session II	Group presentations end
11	Differences of news writing in English & Chinese (Part I);	Lecture Assignment 2 due
12	Differences of news writing in English & Chinese (Part II);	Lecture
13	Summary remarks & Final Test	Final test

### CONTACT DETAILS

<b>Professor/Lecturer/Instructor</b>	
Name:	Professor Kexing Li
Office Location:	
Telephone:	
Email:	<a href="mailto:Ctfranklu1@gmail.com">Ctfranklu1@gmail.com</a>
Teaching Venue:	To be arranged
Website (optional):	
Office Hours:	By appointment via email

### 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 be given a failure grade.

### 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.

(rev. 06/2015)