

**THE CHINESE UNIVERSITY OF HONG KONG  
DEPARTMENT OF TRANSLATION**

**2018–19  
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> 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.

**COURSE OVERVIEW**

This course aims to equip students with substantive knowledge and essential skills for mass media translation, while highlighting the development of their critical analytical thinking on important current issues in the fields of journalism. The course covers the translation of news, features, advertisements, editorials, opinions, and reviews on a wide variety of topics, including global affairs and local events, economy and finance, politics, sports, science, technology, arts, and fashion. As well as aiding students in cultivating different translatorial techniques and styles, the course intends to heighten students' awareness about various agendas involved in the production and translation process of media texts. These agendas include the translator's considerations for *skopos* and purpose, the influence of ideology and patronage, the meaning of journalistic professionalism and media ethics, and the places of culture, history, philosophy, and aesthetics in journalism through translation. Via ample translation practices and theoretical debates, the course encourages students to contemplate the functions and implications of translation for the spread of information, in order to appreciate how translation may contribute to cross-cultural communication in the media business today.

**LEARNING OUTCOMES**

**Expected learning outcomes**

Upon completion of the course, students should be able to

- acquire a solid knowledge of the mass media as a discipline;
- understand the stylistic features and text types of media writings;
- reviewing the translation theories relevant to the mass media translation;
- 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.

**Implication for learning activities**

This course is characterized by the activities of lectures, interactive discussion and debate, and ample translation practices. Materials for lectures include PowerPoint illustrations and hard copies of selected examples. Students are expected to prepare the course through reading and preliminary practices. Students are encouraged to demonstrate their viewpoints and strategies and exchange ideas with the teacher and other members during the lectures and translation praxes.

**Implication for assessment**

This course requires students to complete two written translation assignments, one from Chinese into English (20%) and the other from English into Chinese (20%), on subjects based on the topics and contents of the lectures. The course also requires students to organize group presentations (20%) for assessing their ability to conduct a collaborative translation task in journalism. The course will also assess students based on their participation in the lectures (10%). There will be a final test (30%), which includes translation of terminology (C-E and E-C), translation of shorter statements from different types of news reports (C-E and E-C), and translation of one longer passage from a media text (E-C) with a brief critical analysis in English.

**LIST OF TOPICS**

1. Introduction: practical and theoretical approaches to journalism and mass media translation
2. Techniques and styles in news reporting, writing, and translating
3. News translation I: global affairs and local events, politics, and sports
4. News translation II: economic and financial news
5. Is it possible to be neutral or objective? – the influence of ideology and patronage on news writing and translation in light of *skopos* and André Lefevere's rewriting theory
6. Ethics, conscience, empathy, and professionalism in journalistic translation
7. Translating advertisements
8. Translating editorials and opinions
9. Translating fashion
10. Translating features and reviews: science, technology, and the arts

**LEARNING ACTIVITIES**

<b>Lecture</b>	<b>Tutorial</b>	<b>Others:</b>
<b>Hours per week</b> 2 hours 15 minutes	<b>Hours per week</b>	<b>Hours per week</b>

**ASSESSMENT SCHEME**

<b>Task nature</b>	<b>Weight</b>
Assignment 1	20%
Assignment 2	20%
Group presentations	20%
Class participation	10%
Final test	30%

## RECOMMENDED LEARNING RESOURCES

### Recommended readings

- Bielsa, Esperança, and Susan Bassnett (2009). *Translation in Global News*. London: Routledge.
- Cheeseman, Morgan (2010). "The Potter Box." Available at: <https://ethicshelp.wordpress.com/2010/09/21/the-potter-box/>. September 21.
- Garelick, Rhonda K. (2014). *Mademoiselle: Coco Chanel and the Pulse of History*. New York: Random House.
- Lefevere, André (1992) 2017. *Translation, Rewriting, and the Manipulation of Literary Fame*. Abingdon: Routledge.
- Missouri Group (2017). *News Reporting and Writing*. 12th ed. Boston: Bedford/St. Martin's.
- Nord, Christiane (1997) 2014. *Translating as a Purposeful Activity: Functionalist Approaches Explained*. Abingdon: Routledge.
- Patterson, Philip, and Lee Wilkins (2013). *Media Ethics: Issues and Cases*. 8th edn. Columbus McGraw-Hill Education.
- Kovach, Bill, and Tom Rosenstiel (2014). *The Elements of Journalism*. New York: Three Rivers Press.
- Reiss, Katharina, and Hans J. Vermeer (2013). *Towards a General Theory of Translational Action: Skopos Theory Explained*. Translated from the German by Christiane Nord. Manchester: St. Jerome.
- Sontag, Susan (2004). *Regarding the Pain of Others*. New York: Picador.
- Steiner, George (1975) 1998. *After Babel: Aspects of Language and Translation*. Oxford: Oxford University Press.
- Straubhaar, Joseph, Robert LaRose, and Lucinda Davenport (2017). *Media Now: Understanding Media, Culture, and Technology*. 10th ed. Boston: Cengage Learning.
- 李德鳳 (2009)。《新聞翻譯—原則與方法》。香港：香港大學出版社。
- 李金銓 (2005)。《大眾傳播理論》[修正三版]。台北：三民。
- 李克興 (2011)。《廣告翻譯：理論與實踐》。北京：北京大學出版社。
- 廖柏森 (2014)。《新聞英文閱讀與翻譯技巧》[增訂版]。台北：眾文。
- 鄭貞銘 (2010)。《新聞學與大眾傳播學》[修訂六版]。台北：三民。
- 中國日報網編 (2015)。《最新漢英特色詞彙詞典》[第六版]。北京：清華大學出版社。

## 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: practical and theoretical approaches to journalism and mass media translation	Lecture and discussion
2	Techniques and styles in news reporting, writing, and translating	Lecture, discussion, and practice
3	News translation I: global affairs and local events, politics, and sports	Lecture, discussion, and practice
4	News translation II: economic and financial news	Lecture, discussion, and practice
5	Is it possible to be neutral or objective? – the influence of ideology and patronage on news writing and translation in light of <i>skopos</i> and André Lefevere's rewriting theory	Lecture, discussion, and practice *Assignment 1 due
6	Ethics, conscience, empathy and professionalism in journalistic translation	Lecture, discussion, and practice
7	Translating advertisements	Lecture, discussion, and practice
8	Translating editorials and opinions	Lecture, discussion, and practice
9	Group presentations I	Group presentations and discussion
10	Group presentations II	Group presentations and discussion
11	Translating fashion	Lecture, discussion, and practice *Assignment 2 due
12	Translating features and reviews: science, technology, and the arts	Lecture, discussion, and practice
13	Final test	Final test

(Tentative)

## CONTACT DETAILS

<b>Professor/Lecturer/Instructor</b>	Professor
Name:	CHEN I-Hsin 陳以新
Office Location:	Room 115, Leung Kau Kui Building
Telephone:	
Email:	<a href="mailto:chenihsin@cuhk.edu.hk">chenihsin@cuhk.edu.hk</a>
Teaching Venue:	
Website (optional):	
Office Hours:	To be confirmed.

## **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.