

THE CHINESE UNIVERSITY OF HONG KONG

DEPARTMENT OF TRANSLATION

2017–18

COURSE OUTLINE

COURSE CODE TRAN6107
ENGLISH TITLE Mass Media Translation
CHINESE TITLE 大眾傳媒翻譯
NUMBER OF UNITS 3
DESCRIPTION <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>

COURSE OVERVIEW

This course aims to equip students with substantive knowledge and necessary skills for mass media translation, while highlighting the development of their critical analytical thinking on important current issues in the media industry. The course covers the translation of a wide range of texts in and relating to the fields of journalism, such as daily news, features and advertisements, editorials and opinions, and reports regarding fashion and celebrity. As well as aiding students in cultivating translation techniques, the course intends to heighten their sensitivity to various agendas involved in the production and translation process of media texts, including the influence of ideology and patronage, the meaning of media ethics and professionalism, and the place of culture, history and the arts in journalism. Via translation practices and theoretical debate, the course encourages students to contemplate the functions and implications of translation in the spread of information, and appreciate how translation may contribute to cross-cultural communication in the media business.

LEARNING OUTCOMES

Expected learning outcomes

Upon completion of the course, students should be able to

1. understand the general principles and acquire the specific knowledge in producing and translating journalistic texts
2. develop useful skills and effective strategies of translation in the journalistic profession

3. explore various possibilities of translating diverse media texts
4. examine the problems of ideology, patronage, pressure and manipulation in the production and translation of texts in the media industry
5. reflect on issues regarding media ethics and professionalism through translation practice and theoretical debate
6. appreciate the role of translation for cross-cultural communication

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 one question for translation and one for critical analysis.

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 and local news
4. News translation II: features and advertisements
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 media translation and communication
7. Translating editorials and opinions I
8. Translating editorials and opinions II
9. Translating fashion and celebrity
10. Culture, history and the arts in journalism and mass media translation
11. Rethinking journalism and mass media translation

LEARNING ACTIVITIES

Lecture	Tutorial	Others:
Hours per week 2 hours 15 minutes	Hours per week	Hours per week

ASSESSMENT SCHEME

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

RECOMMENDED LEARNING RESOURCES

Recommended preliminary readings

Bell, Allan (1991). *The Language of News Media*. Oxford: Blackwell.

Bielsa, Esperança, and Susan Bassnett (2009). *Translation in Global News*. London: Routledge.

Lefevere, André (1992) 2017. *Translation, Rewriting, and the Manipulation of Literary Fame*. Abingdon: Routledge.

McLoughlin, Linda (2000). *The Language of Magazines*. London: Routledge.

Missouri Group (2016). *News Reporting and Writing*. 12th edn. Boston: Bedford/St. Martin's.

Montgomery, Martin (2007). *The Discourse of Broadcast News: A Linguistic Approach*. London: Routledge.

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.

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.

Torresi, Ira (2010). *Translating Promotional and Advertising Texts*. Manchester: St. Jerome.

Warner, Helen (2014). *Fashion on Television: Identity and Celebrity Culture*. London: Bloomsbury Academic.

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。

馬西屏 (1998) 。《標題飆題》。台北：三民。

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 and local news	Lecture, discussion and practice
4	News translation II: features and advertisements	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 and discussion *Assignment 1 due
6	Ethics, conscience, empathy and professionalism in media translation and communication	Lecture and discussion
7	Translating editorials and opinions I	Lecture, discussion and practice
8	Translating editorials and opinions II	Lecture, discussion and practice
9	Group presentations on a selected topic I (global and local news; features and advertisements; or editorials and opinions)	Group presentations and discussion
10	Group presentations on a selected topic II (global and local news; features and advertisements; or editorials and opinions)	Group presentations and discussion
11	Translating fashion and celebrity	Lecture, discussion and practice *Assignment 2 due
12	Culture, history and the arts in journalism and mass media translation	Lecture, discussion and practice
13	Final test Post-test discussion: rethinking journalism and mass media translation	Final test and discussion

CONTACT DETAILS

Professor/Lecturer/Instructor	Professor
Name:	CHEN I-Hsin 陳以新
Office Location:	
Telephone:	
Email:	
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 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.