

City University of Hong Kong
Course Syllabus

offered by Department of Linguistics and Translation
with effect from Semester A 2018 / 19

Part I Course Overview

Course Title: Specialized Translation for the Media

Course Code: LT4364

Course Duration: One Semester

Credit Units: 3

Level: B4

Proposed Area: Arts and Humanities
(for GE courses only) Study of Societies, Social and Business Organisations
 Science and Technology

Medium of Instruction: English / Chinese (Cantonese)

Medium of Assessment: English / Chinese

Prerequisites: *(Course Code and Title)* Nil

Precursors: *(Course Code and Title)* CTL3350 Translation for the Media/ LT3350 Translation for the Media

Equivalent Courses: *(Course Code and Title)* CTL4364 Specialized Translation for the Media

Exclusive Courses: *(Course Code and Title)* Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

As an advanced course on translation for the media, this course specializes in the translation of news reports from English to Chinese and from Chinese into English, especially in the Hong Kong context. The linguistic, stylistic and cultural features of news reports in the two languages will be studied, providing a basis for the formulation of strategies for translating such texts. Attention will be paid to the ideologies behind different terms, phrases, dialectal features and styles of reporting.

The course aims to prepare students for work in Hong Kong as news translators and editors.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick ✓ where appropriate)		
			A1	A2	A3
1.	Demonstrate an understanding of the variety of forms of mass media communication in the contemporary world, including print journalism and broadcast journalism, and their roles in their polities and societies.		✓	✓	
2.	Analyze and identify the basic schemata of major forms of news reports in English and Chinese.		✓	✓	
3.	Discover and employ a variety of effective pragmatic and rhetorical strategies for solving the special problems posed by some of the more important forms and manifestations of contemporary media communication.		✓	✓	✓
4.	Exhibit a grasp of media discourse and demonstrate a good translating sense and competence that is important and necessary for a professional media translator to perform various kinds of media translation work, especially the translation and adaptation of news reports.		✓	✓	✓

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

All classes take a **Lecture and Tutorial** format, involving a mixture of teacher-facilitated explanation and discussion, and student exercises of different kinds. A detailed breakdown is given as follows:

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
1	Lectures on the features of journalistic writing in Chinese and in English.	✓	✓	✓				
2	Teacher-facilitated discussion on the quality of the students' weekly translation exercises.	✓	✓	✓	✓			
3	Small-group analysis and evaluation of authentic news reports.	✓	✓	✓				

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Final details will be provided to students in their first week of attendance in this course.

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4				
Continuous Assessment: 60 %								
Tutorial activities / Participation Students' general performance throughout the semester, for instance in discussions in class.	✓	✓	✓	✓			10%	
Four written assignments To assess students' ability in applying appropriate strategies for translating/adapting news reports.	✓	✓	✓	✓			50%	
Examination: 40 % (duration: 2 hours) To assess students' ability in applying appropriate strategies for translating/adapting news reports. (CILO No. 1-4)								
							100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Tutorial activities / Participation	Translation skills and discussion	Very idiomatic translation and very enthusiastic participation. in class discussion.	Smooth translation and active participation. in class discussion.	Fair translation and some participation in class discussion.	Marginally acceptable translation and inadequate participation in class discussion..	Poor translation and little participation in class discussion.
2. Written assignments	Ability to organise and analyse what they have learned and discovered in the course	Shown exceptional analysis of the texts translated with excellent discovery of the issues in media translation.	Shown good analysis of the texts translated with good discovery of the issues in media translation.	Shown some analysis of the texts translated with some discovery of the issues in media translation.	Shown marginally acceptable analysis of the texts translated with little discovery of the issues in media translation.	Shown poor analysis of the the texts translated with no discovery of the issues in media translation
3. Examination	Command of subject matter	Excellent command of the course content.	Good command of the course content.	Adequate command of the course content.	Fair command of the course content.	Inadequate command of the course content.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Working environment of journalists in Hong Kong
Press freedom issues
Political correctness in Hong Kong media
Translation of proper names
Linguistic, stylistic and cultural features of news reports in Chinese
Linguistic, stylistic and cultural features of news reports in English
Strategies for translating/adapting news reports

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1	Bielsa, E. (2007). Translation in Global News Agencies. <i>Target</i> , 19(1), 135-155.
2	Cappon, René J. (René Jacques). (2000). <i>The Associated Press Guide to News Writing</i> , Forest City, CA: IDG Books Worldwide.
3	Mossop, B. (2001). <i>Revising and Editing for Translators</i> . Manchester: St. Jerome Publishing.
4	Qin, Binjian and Zhang, Meifang. (2018). Reframing Translated News for Target Readers: A Narrative Account of News Translation in Snowden's Discourses. <i>Perspectives</i> , Volume 26, Number 2, 4 March 2018, pp. 261-276(16).

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1	賴蘭香。(2012)《傳媒中文寫作》。香港：中華書局。
2	黎佩兒(黃燦然譯)。(2012)《香港傳媒：新聞自由與政治轉變》。香港：天地圖書公司。
3	李德鳳。(2009)《新聞翻譯 - 原則與方法》。香港：香港大學出版社。
4	鄭寶璇。(2006)《傳媒翻譯》(第二版)。香港：香港城市大學出版社。