University of : Alandalus
Faculty of: Arts & Humanities
Department: Mass Media
Title of the Program: BA

Template for Course Specification

I. Course Identification and General Information:

1	Course Title:	Mass Media Translation 2				
2	Course Code &Number:					
3	Credit hours:	C.H				TOTAL
		Th.	Seminar	Pr	Tr.	
		Theory	Seminars, exercises..	practical	Field, training	
4	Study level/ semester at which this course is offered:	*Level Two/ Semester Two*				
5	Pre –requisite (if any):	Mass Media Translation 1				
6	Co –requisite (if any):	None				
7	Program (s) in which the course is offered:	BA in Mass Media				
8	Language of teaching the course:	English				
9	Location of teaching the course:	Alandalus University				
10	Prepared By:	**Dr. Abdullah Al-Eryani**				
11	Date of Approval					

II.   Course Description:

This course provides students with practical experience in bi-directional multimedia translation at a professional level, which includes: online texts (business, politics, culture, and social affairs), audio-visual translation (captioning, subtitling, and audio description), and multimedia materials (video game localization and software localization). The course frames media translation within an international perspective with emphasis on the cutting-edge technologies embedded in the media industry of today. This course consists of a 2-hour lecture and 1-hour language-specific tutorial each week. Tutorials are taught by accredited professional translators in small language-specific groups.

III. Intended learning outcomes (ILOs) of the course:

1. Understand the market demands of media translation.
2. Analyze textual features that impose translation difficulties in media translation.
3. Develop translation strategies to confidently translate media texts in both directions.
4. Apply translation theories to critically evaluate translation quality and justify translation choices.
5. Acquire the necessary contextual knowledge to successfully translate in business, politics, culture, and cultural affairs.

(A) Alignment Course Intended Learning Outcomes of Knowledge and Understanding to Teaching Strategies and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
A1-	Lecture content	group and individual feedback methods
A2-	Lecture content	tutor feedback
A3-	interactive and discussion-based aspects	Class discussion
A4-	language-specific tutorials	Answering questions
A5-	language-specific tutorials	Participations

(B) Alignment Course Intended Learning Outcomes of **Intellectual Skills** to Teaching Strategies and Assessment Strategies:		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
B1-	online activities	Solving problems
B2-	traditional presentation formats	Creating ideas
B3-	individual and group-based assessment and feedback	Group discussion
B4-	online activities	Group feedback
B5-	interactive and discussion-based aspects	Doing translations

(C) Alignment Course Intended Learning Outcomes of **Professional and Practical Skills** to Teaching Strategies and Assessment Strategies:		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
C1-	Online and face-to-face feedback	Evaluation
C2-	linking the knowledge from lectures to inform translation and reflection	Evaluation
C3-	individual student translations	Evaluation
C4-	analysis and feedback	Evaluation
C5-	online activities	Evaluation
(D) Alignment Course Intended Learning Outcomes of **Transferable Skills** to Teaching Strategies and Assessment Strategies:		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
D1-	Traditional presentation formats	

D2-	Online and face-to-face feedback	
D3-	linking the knowledge from lectures to inform translation and reflection	
D4-	online activities	
D5-	interactive and discussion-based aspects	

IV. Course Content:

A – Theoretical Aspect:

Order	Units/Topics List	Learning Outcomes	Sub Topics List	Number of Weeks	contact hours
1	Introduction to Media Translation	a1	1. Introduction to course structure 2. Defining key concepts of domains, audiences, and text types 3. Explanation of translation and reflection processes 4. Giving and receiving constructive feedback	1	3
2	Translation Strategies and Phases	a1,a2,b1,c1,	1. Translation strategies and phases 2. Reading for translation 3. Pre-translation 4. Introduction to translation process studies	1	3
3	Knowledge Specificity	a1,b1,c3,c5	1. General and domain knowledge 2. Terminology 3. Subject matter expertise 4. Finding and using domain specific resources and corpora	1	3
4	Quality Assessment and Translation	a1,b1,c2,d1	1. Understanding the need for quality assessment 2. Familiarity with	2	6

	Workflows		contemporary QA methods 3. Using QA to help reflection and development		
5	Content, Context, and Constraint	a1,b1,c4,d1	1. Awareness of audience design for media translation content 2. Understanding of the nature of digital content 3. Appreciation of the limitations placed on content, format, tools, and on the translator	**1**	**3**
6	Audio-visual Translation I	a1,b1,c7,d1	1. Introduction to audio-visual translation, transcription, subtitling, and dubbing. 2. Working with AVT tools	**1**	**3**
7	Mid Term Exam			**1**	**3**
8	Audio-visual Translation II	a1,a3,b1,c1,c2,d1	1. Exploration of captioning, fan-suns, and translation hacking. 2. The impact of AVT	**1**	**3**
9	Translation and New Media	a1,b1,c1,c2,c3,d1	1. Understanding key aspects and terms in new media 2. Awareness of global context and current trends 3. The need for translation technology	**2**	**6**
10	Collaborative and Community Translation	a1,a3,b1,c1,c2,d1	1. Understanding of community translation 2. Awareness of the related strengths, limitations, and open questions	**1**	**3**
11	Translation Technologies in Media Translation	a1,b1,c1,c2,c3,d1	1. Familiarity with existing technologies in media translation 2. Identification of advantages and drawbacks of technologies 3. Understanding of ethical,	**1**	**3**

			legal, and societal ramifications		
12	Final Examination			1	3
Number of Weeks /and Units Per Semester				**14**	**42**

B - Practical Aspect: (if any)

Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes
1				
2				
3				
4				
5				
Number of Weeks /and Units Per Semester				

V. Teaching strategies of the course:

Introductory lecture; individual student translations (with analytical student participation); discussion, analysis and feedback. Major learning tools will be monolingual and bilingual dictionaries as well as the Internet.

VI. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Translations from English into Arabic	A, B, C, D	4-5	10
2	Translations from Arabic into English	A, B, C, D	9-10	10

VII.   Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes
1	Two pieces of translation (Arabic-English)	4-5	10		C, D
2	Two pieces of translation (English - Arabic)	9-10	10		C, D
3	Mid Term Exam	7	10		A, B
4	Presentations	Within the course	10		B, C
5	Final Exam	13	60		A,B,C,D

VIII.   Learning Resources:

- *Written in the following order: (Author - Year of publication – Title – Edition – Place of publication – Publisher).*

1- Required Textbook(s) (maximum two).

1. The Routledge Handbook of Translation Studies (2013) edited by Carmen Millán and Francesca Bartrina
2. Introducing Translation Studies (2012, 3rd ed.) by Jeremey Munday (this will act as a step from MODL5100)

2- Essential References.

1. Scientific and Technical Translation Explained (2012) by Jody Byrne
2. Media Literacy (2008) by Susan Feez, Rick Iedema, and Peter White
3. Key Terms in Translation Studies (2009) by Giuseppe Palumbo

3- Electronic Materials and Web Sites *etc.*

Interpreting & Translation: The International Journal of Translation and Interpreting Research - www.trans-int.org
NAATI - www.naati.com.au

	AUSIT - www.ausit.org

IX. Course Policies:	
1	**Class Attendance:** Follows the program and the university general policy.
2	**Tardy:** Subject to the regulations of the program and the general policy of the university.
3	**Exam Attendance/Punctuality:** Follows the policies of the program and university.
4	**Assignments & Projects**: Assignments tasks and submission to be assigned by the instructor.
5	**Cheating**: Subject to the regulations and rules of the university as directed by the systems of the Ministry of Higher Education.
6	**Plagiarism**: Such matter is ruled by the general regularities of the university and MHE.
7	**Other policies**: Detailed in the general policy of the program.

University of: Alandalus
Faculty of: Arts & Humanities
Department: Mass Media
Title of the Program:

Template for Course Plan (Syllabus)

I. - Information about Faculty Member Responsible for the Course:								
Name of Faculty Member		**Office Hours**						
Location &Telephone No.		**SAT**	**SUN**	**MON**	**TUE**	**WED**	**THU**	
E-mail								

II. Course Identification and General Information:						
1-	**Course Title:**	**Mass Media Translation 2**				
2-	**Course Number & Code:**					
3-	**Credit hours:**	**C.H**				**Total**
		Th.	**Seminar**	**Pr.**	**F. Tr.**	
		24	-----	12	----	**36**
4-	**Study level/year at which this course is offered:**	**Level Two**				
5-	**Pre –requisite (if any):**	**Mass Media Translation 1**				
6-	**Co –requisite (if any):**	**None**				
7-	**Program (s) in which the course is offered**	**BA in Mass Media**				
8-	**Language of teaching the course:**	**English**				

9-	System of Study:	Full Time
10-	Mode of delivery:	Lecturing
11-	Location of teaching the course:	Alandalus University

III. Course Description:

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This course provides students with practical experience in bi-directional multimedia translation at a professional level, which includes: online texts (business, politics, culture, and social affairs), audio-visual translation (captioning, subtitling, and audio description), and multimedia materials (video game localisation and software localisation). The course frames media translation within an international perspective with emphasis on the cutting-edge technologies embedded in the media industry of today. This course consists of a 2-hour lecture and 1-hour language-specific tutorial each week. Tutorials are taught by accredited professional translators in small language-specific groups.

IV. Intended learning outcomes (ILOs) of the course:

- Brief summary of the knowledge or skill the course is intended to develop:

1. Understand the market demands of media translation.
2. Analyse textual features that impose translation difficulties in media translation.
3. Develop translation strategies to confidently translate media texts in both directions.
4. Apply translation theories to critically evaluate translation quality and justify translation choices.
5. Acquire the necessary contextual knowledge to successfully translate in business, politics, culture, and cultural affairs.

V. Course Content:

- Distributionof Semester Weekly Plan of Course Topics/Items and Activities.

	A – Theoretical Aspect:		
Order	**Topics List**	**Week Due**	**Contact Hours**
1	Introduction to Media Translation	**1**	**3**
2	Translation Strategies and Phases	**2**	**3**
3	Knowledge Specificity	**3**	**3**
4	Quality Assessment and Translation Workflows	**4-5**	**6**
5	Content, Context, and Constraint	**6**	**3**
6	Audio-visual Translation I	**7**	**3**
7	Mid Term Exam	**8**	**3**
8	Audio-visual Translation II	**9**	**3**
9	Translation and New Media	**10-11**	**6**
10	Collaborative and Community Translation	**12**	**3**
11	Translation Technologies in Media Translation	**13**	**3**
12	Final Examination	14	3
Number of Weeks /and Units Per Semester		**14**	**42**

B– Practical Aspect: *(if any)*			
Order	Topics List	Week Due	Contact Hours
1			
2			
3			
Number of Weeks /and Units Per Semester			

VI. Teaching strategies of the course:

Introductory lecture; individual student translations (with analytical student participation); discussion, analysis and feedback. Major learning tools will be monolingual and bilingual dictionaries as well as the Internet.

VII. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Translations from English into Arabic	A, B, C, D	4-5	10
2	Translations from Arabic into English	A, B, C, D	9-10	10

VIII.   Schedule of Assessment Tasks for Students During the Semester:

Assessment	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Two pieces of translation (Arabic-	4-5	10	

	English)			
2	Two pieces of translation (English - Arabic)	9-10	10	
3	Mid Term Exam	7	10	
4	Presentations	Within the course	10	
5	Final Exam	13	60	

IX. Learning Resources:

- Written in the following order: (Author – Year of publication – Title – Edition – Place of publication – Publisher).

1- Required Textbook(s) (maximum two).

1. The Routledge Handbook of Translation Studies (2013) edited by Carmen Millán and Francesca Bartrina
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NAATI - www.naati.com.au
AUSIT - www.ausit.org

	X. Course Policies:
Unless otherwise stated, the normal course administration policies and rules of the Faculty of ----- apply. For the policy, see: -----------------------------------
1	**Class Attendance:** Follows the program and the university general policy.
2	**Tardy:** Subject to the regulations of the program and the general policy of the university.
3	**Exam Attendance/Punctuality:** Follows the policies of the program and university.
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