

1	Course title	Translation in Mass media
2	Course number	2202717
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	-
5	Program title	Master in Translation (French/Arabic)
6	Program code	
7	Awarding institution	University of Jordan
8	School	Faculty of Foreign Languages
9	Department	Department of French Language and Literature
10	Level of course	Second year
11	Year of study and semester (s)	Second semester 2024/2025
12	Final Qualification	MA in Translation (French/Arabic)
13	Other department (s) involved in teaching the course	-
14	Language of Instruction	French
15	Teaching methodology	Face to face
16	Electronic platform(s)	Microsoft Teams <input type="checkbox"/> Others.....
17	Date of production/revision	March 2025

## 18 Course Coordinator:

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## 19 Other instructors:

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## 20 Course Description:

The course is designed to introduce students to the most effective translation strategies in the field of mass communication. Students will be asked to tackle a wide range of mass-media texts including press reports, interviews, political analyses, news bulletins, public speeches, etc. Special emphasis will be placed on the characteristics of the media, abbreviations and acronyms, political and diplomatic language, objective and sensational reporting and the use of high or low semantic content words. Students will be trained to translate from Arabic into French and vice versa.

## 21 Course aims and outcomes:

## A- Aims: (PLOs)

- 1- Identify and discuss the major theories that apply to translation.
- 2- Describe the relationship between translation, interpreting, and other aspects of language use and communication.
- 3- Explain the theoretical basis for a scholarly analysis of translation.
- 4- Translate efficiently various types of texts from English into Arabic and vice versa.
- 5- Adapt theoretical information to help achieve the purpose of the translation in different fields.
- 6- Demonstrate the ability to undertake consecutive translation and simultaneous interpretation tasks with proficiency and recognize the existing methods and approaches available for carrying out such tasks.
- 7- Discuss and choose problem-solving techniques and skills when translating specialized texts.
- 8- Create solutions based on knowledge of translation studies.
- 9- Work efficiently, both independently and collaboratively, and uphold social and professional responsibilities.
- 10- Demonstrate lifelong professional development appreciation and manifest serious commitment towards generating knowledge by using Information Communication Technology (ICT) efficiently. Prepare and present seminars to a professional standard.
- 11- Design and carry out, interpret and critique research in the discipline and write theses or reports to a professional standard, equivalent in quality to that of publishable papers.

## B- Intended Learning Outcomes (CLOs):

Upon successful completion of this course, students will be able to:

No.	Course Learning Outcomes	Program Outcomes										Assessment Tools									
		1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1	Familiarize students with the practice of mass media translation and how it is different from other fields in translation.	X		X				X			X	X		X			X				X

2	Identify the most common problems that appear in media translation, as well as techniques and strategies to overcome these problems.	X				X								X	X			X						X
3	produce translations that faithfully serve the original and at the same time stand in their own right within the linguistic and cultural context of the translation culture.		X		X			X			X		X	X	X									X
4	Familiarize students with the characteristics of the language of media, abbreviations and acronyms, political and diplomatic language.			X		X					X				X									X

- Teaching methods include Synchronous lecturing/meeting; Asynchronous lecturing/meeting, discussion, and forums.
- Assessment methods include: 1. assignments, 2. midterm, 3. projects, 4. presentations, 5. final exam

## 22. Topic Outline and Schedule:

Week	Topic	Course Learning Outcomes	Teaching Methods*/ platform	Evaluation Methods**	References
1	The News Genre; Characteristics of News Language. Values in Language:	1,3	Face to face	Written exam, assignments	Assigned books and chosen texts

2	Characteristics of Headlines	1,2	Face to face	Written exam, assignments	Assigned books and chosen texts
3	Power, Language and Translation	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts
4	Translation in Global News Agencies	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts
5	Journalism and Translation: Practices, strategies and values in news agencies	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts
6	Metaphors in News Practice	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts
7	Translation of advertisements	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts
8	Audio-visual Translation	1,2,3,4	Face to face	Written exam, assignments	Assigned books and chosen texts

9	Presentations		Face to face	Presentation mark	-
10	Presentations		Face to face	Presentation mark	-
11	Presentations			Presentation mark	
12	Presentations			Presentation mark	
13	Presentations			Presentation mark	
14	Presentations			Presentation mark	

## 23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Intended Learning outcome	Period (Week)	Platform
Assignments	10	All topics covered	All		Face to face
Midterm Exam	30	All topics covered	All		Face to face
Presentation	20				Face to face
Final Exam	40	All topics covered	All		Face to face

## 24 Course Requirements

Students should have an account on a Microsoft Teams.

## 25 Course Policies:

- A- Attendance policies:  
As per the University Regulations.
- B- Absences from exams and submitting assignments on time:  
As per the University Regulations.
- C- Health and safety procedures:  
Please attend all exercises and follow the safety instructions on the walls and the student's booklet.
- D- Honesty policy regarding cheating, plagiarism, misbehavior:  
As per the University Regulations.
- E- Grading policy:  
As explained above in 23.
- F- Available university services that support achievement in the course:

## 26 References:

### Required book (s), assigned readings and audio-visuals:

#### A- Main references:

1-Guidère, M, 2010 : *Introduction à la traductologie*

Editions De Boeck

2-Delisle, J, 2003 : *La traduction raisonnée*

Presses de l'Université d'Ottawa3-Eco, U, 2003 : *Dire presque la même chose*

Editions Grasset, livre de poche

*ciblée*

Artois presses, traduit de l'anglais Revues spécialisées qu'on consultera en ligne :

Journals specialized in translation

Méta

TTR

Turjuman

Babel

D'autres références utiles :

1--*Traduction : Approches et théories*

Actes du colloque tenu à l'université Saint-Joseph en 1999

2-*Terminologie de la traduction*

Presses de l'Université Saint-Joseph, 2002

3-Gile, D, 2005 : *La traduction, la comprendre, l'apprendre*

Presses universitaires de France

4-Nord C, 2008, *La traduction : une activité*

5-Plassard, F, 2007, *Lire pour traduire*

Presses de la Sorbonne nouvelle.

**Recommended books, materials, and media:**

**Gambier, Yves and Henrik Gottlieb. (2001). (Multi) Media Translation. John Benjamins Publishing.**

**27 Additional information:**

Name of Course Coordinator: -----Narjes Ennasser-----Signature: ----- Date: -- March 2025-----

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----