

## Syllabus

|    |  |   |
|----|--|---|
| 1  | Course title   | Mass Media Translation  |
| 2  | Course number  | 2201738   |
| 3  | Credit hours   | 3   |
|    | Contact hours (theory, practical)                    | 3   |
| 4  | Prerequisites/corequisites                           | -   |
| 5  | Program title  | Master in Translation   |
| 6  | Program code   |   |
| 7  | Awarding institution                                 | University of Jordan  |
| 8  | School   | Faculty of Foreign Languages  |
| 9  | Department   | Department of English Language  |
| 10 | Level of course                                      | Second year   |
| 11 | Year of study and semester (s)                       | Fall 2022/2023  |
| 12 | Final Qualification                                  | MA in Translation   |
| 13 | Other department (s) involved in teaching the course | -   |
| 14 | Language of Instruction                              | English   |
| 15 | Teaching methodology                                 | Blended      Online. <input checked="" type="checkbox"/> Face to face   |
| 16 | Electronic platform(s)                               | X e-learning   X Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom<br><input type="checkbox"/> Others..... |
| 17 | Date of production/revision                          | September, 2022   |

### 18 Course Coordinator:

Name:

Office number

Phone number:

Email

### 19 Other instructors:

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Name:  
Office number:-  
Phone number:  
Email:  
Name:  
Office number:  
Phone number:  
Email:

### 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 language of 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 English 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.

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### 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  |
| 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  |
| 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. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 5. case studies, 6. presentation, 7. filed study 8. term papers, 9. student portfolio, 10. final exam

### 22. Topic Outline and Schedule:

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| 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 , and quizzes | Assigned books and chosen texts |
| 2    | Characteristics of Headlines  | 1,2                      | Face to face                | Written exam, assignments , and quizzes | Assigned books and chosen texts |
| 3    | Power, Language and Translation   | 1,2,3,4                  | Face to face                | Written exam, assignments , and quizzes | Assigned books and chosen texts |
| 4    | Translation in Global News Agencies   | 1,2,3,4                  | Face to face                | Written exam, assignments , and quizzes | 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 , and quizzes | Assigned books and chosen texts |
| 6    | Metaphors in News Practice  | 1,2,3,4                  | Face to face                | Written exam, assignments , and quizzes | Assigned books and chosen texts |

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|    |                               |         |              |   |                                 |
|----|-------------------------------|---------|--------------|---|---------------------------------|
| 7  | Translation of advertisements | 1,2,3,4 | Face to face | Written exam, assignments , and quizzes | Assigned books and chosen texts |
| 8  | Audio-visual Translation      | 1,2,3,4 | Face to face | Written exam, assignments , and quizzes | 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         | 5    | All topics covered | All                       |               | Face to face |

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|              |    |                    |     |  |              |
|--------------|----|--------------------|-----|--|--------------|
| Quizzes      | 10 | All topics covered | All |  | Face to face |
| Midterm Exam | 25 | All topics covered | All |  | Face to face |
| Presentation | 10 |                    |     |  | Face to face |
| Final Exam   | 50 | All topics covered | All |  | Face to face |

### 24 Course Requirements

**Students should have a computer, internet connection, webcam, and 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 exercise 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:**

Please ask me or your academic advisor for any help or support.

### 26 References:

**A- Required book (s), assigned reading and audio-visuals:**

- 1- Bielsa, Esperanca and Susan Bassnett. (2008). *Translation in Global News*. New York: Routledge
- 2- Meller, Noha. (2005). *The Making of Arab News*. Lanham: Rowman & Littlefield Publishers, Inc.
- 3- Elewa, Abdelhamid (2016). *Media Translaion*. Qalam for Translation and Publication

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

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

### 27 Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

## Syllabus

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

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

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

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