

CTI203e Translation of Media Materials: Print and Audio-Visual

Level: 2

Credit Units: 5 Credit Units

Language: CHINESE

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

This course trains students on methods and techniques in translating news and media materials from English to Chinese and vice versa. It provides a conceptual framework for understanding the nature of different types of media materials both in print (e.g. features, roundups, brief, reviews, newsletters and press releases) and in audio-visual format (e.g. television subtitles, multi-media, new media, news conferences). Students are taught to examine the specific structural characteristics of media materials and apply the suitable techniques in translation. Technical problems in translation are analysed and cultural issues are discussed. Issues of translation, trans-editing (compilation) and post-editing are explored. Examples are drawn from the latest news and media materials covering a wide range of topics such as social-politics, international relations, economy, arts, fashion, and culture.

Topics:

- Translation for media; language in news
- Translation of news flash and news leads
- Translation of news stories
- Translation of headlines and acronyms
- Translation of audio-visual media materials
- Translation and editing

Textbooks:

: 传媒翻译

ISBN-13: 9789629370893-AA

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ISBN-13: 9789629370893

Learning Outcome:

- Recognize the common features of Chinese and English news materials
- Outline the common skills used in media writings
- Analyze the techniques used in translating various components of media materials
- Develop professional skills in translating various types of media materials from English to Chinese and vice versa with accuracy in a speedy way
- Execute the translation of various types of media materials from English to Chinese and vice versa with accuracy in a speedy way
- Practice trans-editing and translation post-editing and show competence in translating media materials such as newspaper articles from English to Chinese and vice versa
- Examine the differences among translation, trans-editing and translation post-editing

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-CLASS QUIZ	5
PRE-CLASS QUIZ	5
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**