

Identification	Subject (code, title, credits)	Translation of Mass Media Materials TRN 400, 3 credits
	Department	English Language and Literature Department
	Program (undergraduate, graduate)	Undergraduate
	Term	Fall, 2026
	Instructor	Gulnur Nabiyeva
	E-mail:	gnabiyeva@khazar.org
	Phone:	
	Classroom/hours	
	Office hours	09:00- 18:00, Monday-Friday
Prerequisites	Written translation	
Language	English	
Compulsory/Elective	Compulsory	

Required textbooks and course materials	1. A Textbook of Translation by Peter Newmark, Prentice Hall, 1988 2. Q.Bayramov. Tərcümə sənəti, B., 2008 3. Abdullayeva F. ,Peşəkar tərcümənin əsasları, B.,2010 4. Routledge Encyclopedia of Translation Studies, Mona Baker, Gabriela Saldanha , 2nd edition, 2011 5. Media Translation, Mohammad Akbar, 2012 6. Texts from various sources, including newspapers, magazines, the internet, will be assigned for class practice and homework. 7. News from following sources: www.azernews.az; 525-ci Qəzet (www.525.az); Respublika Qəzeti (www.respublica-news.az); Times News (www.thetimes.co.uk); BBC News (www.bbc.com); Telegraph News (www.telegraph.co.uk), http://www.bbc.com/news; Voice of America http://www.voanews.com/?refresh=1; http://www.theguardian.com/ and other related resources will be delivered during the (spring 2016) semester
Course outline	This course is intended to teach methods and strategies in translating mass media materials between English and Azerbaijani. The language of media (abbreviation, agencies, term, etc.) will be introduced to the students. Diversified printed and unprinted materials (articles, editorials, features, press releases) from newspapers, magazines, radios, televisions, online resources, etc. will be provided for translation, as well as film scripts, advertisements, etc. will be
	focused on. The course will equip students with the basic skills needed to handle challenges and gain practical experience in translation headlines, mass materials.
Course objectives	This course aims to make students : 1. master common terms related to media; 2. utilize effective strategies and techniques to carry out translation in the field of mass media; 3. become aware of the styles and linguistic features of mass media texts; 4. translate diversified range of mass media texts, i.e. interviews, articles, news bulletins, advertisements, film scripts, etc. ;

Learning outcomes	Upon the completion of the course, the students will be able to : 1. translate a variety of text-types including newspaper articles, interviews, advertisements, etc. with proficiency; 2. identify the problems relating to mass media translation and introduce solutions to them; 3. build their own vocabulary pertaining the field of mass media; 4. comprehend stylistic features of text types of media materials; 5. become aware and understand international practices in the translation of mass media materials;		
Teaching methods	Lecture		
	Group discussion		✓
	Experiential exercise		✓
	Case analysis		
	Simulation		
	Course paper		✓
	Others		
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Case studies		
	Attendance		5
	Activity		5
	Assignment and quizzes		10
	Project		10
	Presentation/Group Discussion		
	Final Exam		35
	Others		
	Total		100
Policy	Attendance is required for the entire course for the student to receive credit. Partial attendance is considered as an absence and will affect the final grade. <u>25 percent</u> , will result in a failure of the course.		

AI Policy	Activity: During each class, group discussions will be carried out to encourage students discuss their own version of written translation of mass media texts from English into Azerbaijan and vice versa and discuss challenges they face during written translation. Students will be given handouts in advance. For the project work, students will be asked to translate 2 newspaper articles no less than 1 page from English into Azerbaijani language and prepare glossary for each article. Students must prepare it in word document, and send it to the instructor's email (zqurbanova@khazar.org). Deadline for submitting the project work is will be defined later. Students may use AI tools to support learning, brainstorming, terminology research, and revision in the Translation of Mass Media Materials course, unless otherwise specified for a particular assignment. AI may also be used to compare possible translation solutions and identify language or stylistic issues. Students must critically evaluate AI-generated translations for accuracy, context, tone, cultural appropriateness, and journalistic style. Students are responsible for ensuring that their submitted translations demonstrate their own understanding, skills, and effort. Any significant use of AI in an assignment must be appropriately acknowledged or cited when required by the instructor. Students must not use AI to complete an assignment when its use has been explicitly prohibited. Presenting AI-generated work as entirely one's own or failing to disclose required AI use may be considered a violation of academic integrity.
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4		Translating editorials and opinion pieces. Understanding persuasive language	TBD
5		Political discourse in media translation Translating political speeches, interviews et c. Quiz-1	TBD
6		Economic news translation Precision and readability in economic translation.	

			TBD
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments /Reading
1		Introduction to the course Overview of mass media types and their translation challenges. Importance of accuracy, context, and cultural sensitivity.	Media translation, Mohammad Akbar, 2012 Q.Bayramov. Tərcümə sənəti, B., 2008
2		Features of the translation of newspaper headlines Structural replacements, lexical compliances, syntactic reorganizations at a translation of newspaper articles.	Media translation, Mohammad Akbar, 2012 Peşəkar tərcümənin əsasları, Abdullayeva F. B.
3		Mass media language Language and style features of the mass media language	TBD
7		Translating news in specialized fields. Translation challenges in sports news.	TBD
8		Review Midterm exam	

9		Translating news in specialized fields. Translation challenges in news on science and technology.	TBD
10		Translating news in specialized fields. Translation challenges in health news.	TBD
11		Translating advertisements and commercials The role of creativity in translating advertisements. Balancing fidelity to the original with cultural adaptation.	TBD
12		Cultural nuances and sensitivities in media translation. Techniques for avoiding cultural misrepresentation. Quiz-2	TBD
13		Audiovisual media translation. Challenges in translating audiovisual content. Practice: translating short documentaries.	TBD
14		Group project presentations on selected media texts. Peer review and group discussions.	TBD
15		Holding discussions on studied topics and working on errors. Review and course wrap-up.	TBD
16		Final exam	

Note: All the theoretical issues of the course will be considered in the practical context of translating specific texts.