

Identification	Subject(code, title, credits)	TRN 400 Translation of Mass Media Materials - 3KU/6ECTS
	Department	English Language and Literature Department
	Program(undergraduate, graduate)	Undergraduate
	Term	Fall, 2023
	Instructor	Elmira Jahangirli
	E-mail:	elmira.jahangirli@khazar.org
	Phone:	-
	Classroom/hours	As scheduled
	Office hours	-
Prerequisites	Introduction to translation, Written translation	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	All materials will be provided by the instructor or posted on Teams group for you to reference and download.	
Course outline	In today's interconnected global society, the translation of mass media materials plays a pivotal role in shaping public perceptions, disseminating information, and facilitating cross-cultural communication. This dynamic and engaging course delves into the multifaceted world of translating mass media content, equipping students with the skills and insights needed to navigate the complex landscape of modern media. Students will translate several texts from magazines, papers, political, media and journalistic topics from English into Azerbaijani and vice-versa. The list of words and terms used in the press, media, and diplomatic channels will receive particular attention.	
Course objectives	<p>The objective of this course is to teach students basic media terminology. It involves study of techniques for analyzing different kinds of Mass Media tools and utilizes the most effective strategies for a particular purpose.</p> <p>The students are taught:</p> <ul style="list-style-type: none"> • master common media terminology; • become aware of the styles and linguistic features of mass media texts; • translate diversified range of mass media texts, i.e. interviews, articles, news bulletins, advertisements and film scripts. 	
Learning outcomes	<p><i>In completion of this course, the student will be able to:</i></p> <ul style="list-style-type: none"> • translate a variety of text-types including newspaper articles, interviews and advertisements with proficiency; • identify the problems relating to mass media translation and introduce solutions to them; • build their own vocabulary pertaining the field of mass media; • comprehend stylistic features of text types of media materials; • become aware and understand international practices in the translation of mass media materials. 	

Teaching methods	Lecture		
	Group discussion		+
	Translation practice		+
	Case analysis		
	Simulation		
	Course paper		+
	Others		
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Case studies		-
	Class Participation		5
	Activity		5
	Assignment and quizzes		10
	Project		15
	Presentation/Group Discussion		-
	Final Exam		35
	Others		-
	Total		100
Policy/Assessment	<ul style="list-style-type: none">Attendance (Lateness): It is important absences can be detrimental to one’s grade due to the number of class activities (presentations, and class participation) and complexity of the subject. In case the students is late for more than 10 minutes after the beginnings of lessons, he/she will be marked as absent.Class participation: For every three unexcused absences, one (1) point will be deducted from the grade point average. More than 25% of absences during the course is excessive. Free participation is discouraged.Missed exams or assignments: A notification should be given in advance if the student is unable to attend the scheduled presentation or test. Full class participation and completion of assigned homework are necessary.Academic Dishonesty: Any plagiarism while studying will be severely penalized (by a non-pass for the course). Reference should be given to the sources used in the work. However, any research paper consisting of references and citations only, without further analysis by the student, will not be acceptable either. Cheating during the tests will be penalized likewise.Course grades will be based on daily work, classroom participation, attendance, homework, presentations, and research.		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments/Reading
1		Introduction to the course General characteristics of mass media language Practice tasks	
2		News titles and their translation Degrees of Equivalence in the Translation of Headlines	

		Difficulties in Translating News Headlines News translation on government and politics	
3		News translation on economy and finance Ambiguity in newspaper headlines	
4		Language features of headlines Multiple-valued terms, the terms synonyms, the reduced terms and names Practice tasks	
5		What is an editorial? Practice tasks	
6		Specific features of newspaper language Newspaper cliché Practice tasks	
7		Grammatical parameters of newspaper writing and their translation Practice tasks	
8		Types of news. Hard News and Soft News Practice tasks	
9		The structure of news stories Structural replacements, lexical compliances, syntactic reorganizations at a translation of newspaper articles Practice tasks <u>Midterm Exam</u>	
10		Translation of advertisements Cultural problems concerning translation of advertisements.	

11		Semiotics and symbolism in advertising translation Practice tasks	
12		Translation of subtitles	
13		Translation of dubbings	
14		Translation of news articles on diplomatic relations in both languages	
15		Translation of news on science and technology	
16		<u>Final Exam</u>	