

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	Gulnur Nabiyeva
	E-mail:	gnabiyeva@khazar.org
	Phone:	
	Office hours	08:00- 16:00, Monday-Friday
Prerequisites	Written translation	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	<ol style="list-style-type: none"> 1. Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016 2. A Textbook of Translation by Peter Newmark, Prentice Hall, 1988 3. Routledge Encyclopedia of Translation Studies, Mona Baker, Gabriela Saldanha, 2nd edition, 2011 4. Texts from various sources, including newspapers, magazines, the internet, will be assigned for class practice and homework. 5. News from following sources: 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	<p>This course is intended to teach methods and strategies in translating mass media materials between English and Russian. 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.</p>	
Course objectives	<p>This course aims to make students :</p> <ol style="list-style-type: none"> 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 prelating 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	Group discussion		+
	Experiential exercise		+
	Course paper		+
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		35
	Attendance		5
	Activity		5
	Assignment and quizzes		10
	Project		10
	Final Exam		35
	Total		100
Assessment/Policy	<p>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.</p> <p>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 Russian and vice versa and discuss challenges they face during written translation. Students will be given handouts in advance.</p> <p>For the project work, students will be asked to translate 2 newspaper articles no less than 1 page from English into Russian language and prepare glossary for each article. Students must prepare it in word document, and send it to the instructor’s email (gnabiyeva@khazar.org) Deadline for submitting the project work is will be defined later.</p>		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments /Reading
1	Introduction to the course General characteristics of mass media language	Unit 1 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)	

2	<p>News titles and their translation</p> <p>Degrees of Equivalence in the Translation of Headlines</p> <p>Difficulties in Translating News Headlines</p> <p>News translation on government and politics</p>	Unit 2 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
3	<p>News translation on economy and finance</p> <p>Ambiguity in newspaper headlines</p> <p>Practice</p>	Unit 3 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
4	<p>Language features of headlines</p> <p>Multiple-valued terms, the terms synonyms, the reduced terms and names</p>	Unit 4 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
5	<p>What is an editorial?</p> <p>Translation of an editorial from “The New York times”</p> <p>Quiz-1</p>	Unit 5 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
6	<p>Specific features of newspaper language</p> <p>Newspaper cliché</p> <p>News translation on disasters and aides</p>	Review of 1-5 Units
7	<p>Grammatical parameters of newspaper writing and their translation</p> <p>News translation on sports</p>	Review of lesson
8	<p>Review</p> <p>Midterm exam</p>	
9	<p>Types of news.</p> <p>Hard News and Soft News</p> <p>News translation on science</p>	Unit 6 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)

10	<p>The structure of news stories</p> <p>Structural replacements, lexical compliances, syntactic reorganizations at a translation of newspaper articles</p> <p>News translation on technology</p>	Unit 7 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
11	<p>Translation of advertisements</p> <p>Cultural problems concerning translation of advertisements.</p> <p>Practice: translating English advertisements from newspapers, magazines and websites</p>	Unit 8 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
12	<p>Semiotics and symbolism in advertising translation</p> <p>Practice: translating Azerbaijani advertisements from newspapers, magazines and websites</p> <p>Quiz-2</p>	Unit 9 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
13	<p>Translation of subtitles</p> <p>Practice: translating short documentaries from English.</p> <p>Practice: translating short documentaries from Azerbaijani</p>	Unit 10 (Translation in Mass Media, Т.Г. Никитина, Тольяттинский государственный университет, 2016)
14	<p>Translation of dubbings</p> <p>Translation Strategies of Movie Dubbing</p> <p>Practice</p>	Review of 6-10 Units
15	<p>Holding discussions on studied topics and working on errors.</p> <p>Review.</p>	Review lesson
16		Final exam

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

