

	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, 2024
		Instructor	Zamira Gurbanova
		E-mail:	zqurbanova@khazar.org
		Phone:	
		Classroom/hours	
		Office hours	08:30- 16:00, Monday-Friday
		Prerequisites	Written translation
	Language	English	
	Compulsory/Elective	Compulsory	
	Required textbooks and course materials	<ol style="list-style-type: none"> 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	<p>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</p>	

		handle challenges and gain practical experience in translation headlines, mass materials.		
	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	<p>Upon the completion of the course, the students will be able to :</p> <ol style="list-style-type: none"> 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		35
		Case studies		
		Attendance		5
		Activity		5
		Assignment and quizzes		10
		Project		10
		Presentation/Group Discussion		
		Final Exam		35
		Others		
		Total		100
	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 Azerbaijan 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 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.</p>
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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
4			Translating editorials and opinion pieces. Understanding persuasive language	TBD
5			Political discourse in media translation	TBD

			Translating political speeches, interviews et c. Quiz-1	
6			Economic news translation Precision and readability in economic translation.	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.