SYLLABUS

1. Course title:

TRANSLATING MEDIA LANGUAGE

2. Code:

3. Cycle of study:

2

4. ECTS credits:

6

5. Type of course:

○ Mandatory ◉ Elective

6. Prerequisites:

NONE

7. Class restrictions:

NONE

8. Duration / semester:

1 1

9. Weekly contact hours:

9.1. Lectures: 3

9.2. Seminars: 0

9.3. Laboratory/Practice classes: 1

10. Faculty:

Faculty ofHumanities and Social Sciences

11. Department/study program:

English Language and Literature-English Translation and Interpreting

12. Lecturer:

13. Lecturer's e-mail:

14. Web site:

www.ff.untz.ba

15. Course aims:

The aim of the course is to introduce students to translating media language. Translating this kind of materials requires some additional skills, being very different in many respects from other translation for specific purposes.

16. Learning outcomes:

At the end of semester, successful students will be able to translate texts from English into their native language and vice versa. They will know how to adapt and edit newspaper articles, feature stories and press releases with a special focus on titles, introduction, quotations, and journalist linguistic traps.

17. Course content:

The course introduces students to the skills of translating, editing, editing and proofreading newspaper articles, reports and press releases, with a special focus on headlines, introductions, quotes, captions and linguistic pitfalls for journalists. In class, students receive relevant materials (authentic texts and passages from books, daily newspapers and magazines, the Internet, television and radio.

1. Discourse analysis
2. Translating newspaper articles
3. Translating headlines
4. Translating subtitles
5. Translating cultural elements in media language
6. Metaphors in media language
7. Text adaptation

18. Learning methods:

Classes are held using various multimedia teaching aids, active study and active participation of students in the teaching process. Various types of written assignements (essays, papers, seminars, etc.) as homework, in-class activities.

The language of instruction is English.

19. Assessment methods:

Over the semester, students produce one written assingment and take the final exam on a given topic. For each of the written assignements, students can earn a maximum of 20 points. For continued active in-class participation over the semester students can earn a maximum of 10 points. Test points are calculated into the final grade if students earn at least 10 points per test.

The final exam is taken in the written form. It includes the topics covered over the semester, both in the lectures and practice classes. The maximum number of points that each student can earn is 50. In order to pass the final exam, students are required to earn at least 25 points.

20. Assessment components:

Pre-exam points amount to a maximum of 50 points and the maximum number of points that can be earned on the final exam is 50. Pre-exam points include two test over the semester, each earning a maximum of 20 points, attendance and in-class active participation for which students can earn a maximum of 10 point. This amounts to a total of 100 points (50+40+10).

The minimum number of points required to pass an exam is 54:
54-63=6 (six)
64-73=7 (seven)
74-83=8 (eight)
84-93=9 (nine)
94-100=10 (ten)
with 6 being the lowest and 10 being the highest grade.

21. Required reading list:

Baker, M. (2018). In other words: A coursebook on translation. Routledge.
Bassnett, S. (2013). Translation studies. Routledge.
Ivir, V. (1978). Teorija i tehnika prevođenja. Sremski Karlovci
Autentični tekstovi iz novinskih časopisa

22. Web sources:

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23. Applicable starting from the academic year:

2024/25

24. Adopted in the Faculty/Academy session: