

**University of : Alandalus**  
**Faculty of: Arts & Humanities**  
**Department: Mass Media**  
**Title of the Program: BA**

## Template for Course Specification

I. Course Identification and General Information:					
1	Course Title:	Mass Media Translation 1			
2	Course Code &Number:				
3	Credit hours:	C.H			TOTAL
		Th.	Seminar	Pr	
		Theory	Seminars, exercises..	practical	Field, training
4	Study level/ semester at which this course is offered:	<i>Level Two/ Semester One</i>			
5	Pre –requisite (if any):	None			
6	Co –requisite (if any):	None			
7	Program (s) in which the course is offered:	BA in Mass Media			
8	Language of teaching the course:	English			
9	Location of teaching the course:	Alandalus University			
10	Prepared By:	<b>Dr. Abdullah Al-Eryani</b>			
11	Date of Approval				

## II. Course Description:

This course is designed to familiarize students with media style, format and features. In addition, it will enhance students' translation skills with respect to Arabic- English media translation and further familiarize them with the socio-cultural, linguistic and technical dimensions that characterize this type of translation. It will also equip students with the necessary basic skills to enter the professional market as well as the knowledge to pursue further research in this field as well as other related fields..

## III. Intended learning outcomes (ILOs) of the course:

1. To learn the most effective translation strategies in the field of mass communications.
2. Understand the semiotics of multimodal 'texts' as hybrid texts which work in cross-cultural communication
3. Become well-rounded with the style and linguistic features of news media
4. Communicate as precisely as possible the essence of both written and/or aural texts; a skill which is becoming crucial in handling the enormous inflow of information from electronic and conventional sources

### (A) Alignment Course Intended Learning Outcomes of Knowledge and Understanding to Teaching Strategies and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>A1-</b>	Lecture content	group and individual feedback methods
<b>A2-</b>	Lecture content	tutor feedback
<b>A3-</b>	interactive and discussion-based aspects	Class discussion
<b>A4-</b>	language-specific tutorials	Answering questions

<b>(B) Alignment Course Intended Learning Outcomes of Intellectual Skills to Teaching Strategies and Assessment Strategies:</b>		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>B1-</b>	online activities	Solving problems
<b>B2-</b>	traditional presentation formats	Creating ideas
<b>B3-</b>	individual and group-based assessment and feedback	Group discussion
<b>B4-</b>	online activities	Group feedback

<b>(C) Alignment Course Intended Learning Outcomes of Professional and Practical Skillsto Teaching Strategies and Assessment Strategies:</b>		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>C1-</b>	Online and face-to-face feedback	Evaluation
<b>C2-</b>	linking the knowledge from lectures to inform translation and reflection	Evaluation
<b>C3-</b>	individual student translations	Evaluation
<b>C4-</b>	analysis and feedback	Evaluation

<b>(D) Alignment Course Intended Learning Outcomes of Transferable Skillsto Teaching Strategies and Assessment Strategies:</b>		
Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>D1-</b>	Traditional presentation formats	
<b>D2-</b>	Online and face-to-face feedback	
<b>D3-</b>	linking the knowledge from lectures to inform translation and reflection	

D4-	online activities	
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<b>IV. Course Content:</b>					
<b>A – Theoretical Aspect:</b>					
<b>Order</b>	<b>Units/Topics List</b>	<b>Learning Outcomes</b>	<b>Sub Topics List</b>	<b>Number of Weeks</b>	<b>contact hours</b>
1	Introduction		course content; methodology; methods of teaching, learning, discussion and presentation	1	3
2	Defining the Mass Media	a1	the nature of mass media communication	2	6
3	Language and style	a1,a2,b1,c1,	news reports, webpage, advertisements, etc.	2	6
4	Mid-term Exam			1	3
5	Analytical tools	a1,b1,c3,c5	Text-types and translation types; Critical Discourse Analysis	2	6
6	Theoretical Framework	a3,b1,c2,d1	Localization and Globalization	2	6
7	Translating units from Textbook: English into Arabic	a4,b1,c4,d1	News Translation: Features of news Headlines and others based on a variety of sources	3	9
8	Final Examination			1	3
<b>Number of Weeks /and Units Per Semester</b>				<b>14</b>	<b>42</b>

<b>B - Practical Aspect: (if any)</b>				
Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes
1				
2				
3				
4				
5				
<b>Number of Weeks /and Units Per Semester</b>				

<b>V. Teaching strategies of the course:</b>
<ol style="list-style-type: none"> <li>1. Lectures on specific theoretical issues regarding media style and problems of media translation</li> <li>2. In-class discussions</li> <li>3. Assignments: students are asked to translate samples of English/Arabic media texts and/or comment on the stylistic features of the texts</li> </ol>

<b>VI. Assignments:</b>				
No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Translations from English into Arabic	A, B, C, D	4-5	10
2	Translations from Arabic into English	A, B, C, D	9-10	10

## VII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes
1	Two pieces of translation (Arabic-English)	4-5	10		C, D
2	Two pieces of translation (English - Arabic)	9-10	10		C, D
3	Mid Term Exam	7	10		A, B
4	Presentations	Within the course	10		B, C
5	Final Exam	13	60		A,B,C,D

## VIII. Learning Resources:

- *Written in the following order: ( Author - Year of publication - Title - Edition - Place of publication - Publisher).*

### 1- Required Textbook(s) ( maximum two ).

1. Bell, Allan. *The Language of News Media*. Oxford: B. Blackwell, 1991;
2. Bielsa, Esperança and Susan Bassnett. *Translation in Global News*. London and New York: Routledge, 2009.

### 2- Essential References.

- Torresi, Ira. *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing, 2010.

### 3- Electronic Materials and Web Sites etc.

Interpreting & Translation: The International Journal of Translation and Interpreting Research - [www.trans-int.org](http://www.trans-int.org)  
 NAATI - [www.naati.com.au](http://www.naati.com.au)  
 AUSIT - [www.ausit.org](http://www.ausit.org)

<b>IX. Course Policies:</b>	
<b>1</b>	<b>Class Attendance:</b> Follows the program and the university general policy.
<b>2</b>	<b>Tardy:</b> Subject to the regulations of the program and the general policy of the university.
<b>3</b>	<b>Exam Attendance/Punctuality:</b> Follows the policies of the program and university.
<b>4</b>	<b>Assignments &amp; Projects:</b> Assignments tasks and submission to be assigned by the instructor.
<b>5</b>	<b>Cheating:</b> Subject to the regulations and rules of the university as directed by the systems of the Ministry of Higher Education.
<b>6</b>	<b>Plagiarism:</b> Such matter is ruled by the general regularities of the university and MHE.
<b>7</b>	<b>Other policies:</b> Detailed in the general policy of the program.

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## Template for Course Plan (Syllabus)

I. - Information about Faculty Member Responsible for the Course:							
Name of Faculty Member		Office Hours					
Location & Telephone No.		SAT	SUN	MON	TUE	WED	THU
E-mail							

II. Course Identification and General Information:					
1-	Course Title:	<b>Mass Media Translation 1</b>			
2-	Course Number & Code:				
3-	Credit hours:	C.H			Total
		Th.	Seminar	Pr.	
		24	-----	12	----
4-	Study level/year at which this course is offered:	<b>Level Two</b>			
5-	Pre –requisite (if any):	<b>None</b>			
6-	Co –requisite (if any):	<b>None</b>			
7-	Program (s) in which the course is offered	<b>BA in Mass Media</b>			
8-	Language of teaching the course:	<b>English</b>			

9-	<b>System of Study:</b>	<b>Full Time</b>
10-	<b>Mode of delivery:</b>	<b>Lecturing</b>
11-	<b>Location of teaching the course:</b>	<b>Alandalus University</b>

### III. Course Description:

This course is designed to familiarize students with media style, format and features. In addition, it will enhance students' translation skills with respect to Arabic- English media translation and further familiarize them with the socio-cultural, linguistic and technical dimensions that characterize this type of translation. It will also equip students with the necessary basic skills to enter the professional market as well as the knowledge to pursue further research in this field as well as other related fields..

### IV. Intended learning outcomes (ILOs) of the course:

- Brief summary of the knowledge or skill the course is intended to develop:
  1. To learn the most effective translation strategies in the field of mass communications.
  2. Understand the semiotics of multimodal 'texts' as hybrid texts which work in cross-cultural communication
  3. Become well-rounded with the style and linguistic features of news media
  4. Communicate as precisely as possible the essence of both written and/or aural texts; a skill which is becoming crucial in handling the enormous inflow of information from electronic and conventional sources

### V. Course Content:

- Distribution of Semester Weekly Plan of Course Topics/Items and Activities.

#### A – Theoretical Aspect:

Order	Topics List	Week Due	Contact Hours
1	Introduction	1	3
2	Defining the Mass Media	2-3	6
3	Language and style	4-5	6
4	Mid-term Exam	6	3
5	Analytical tools	7-8	6
6	Theoretical Framework	9-10	6
7	Translating units from Textbook: English into Arabic	11-13	9
8	Final Examination	14	3
<b>Number of Weeks /and Units Per Semester</b>		<b>14</b>	<b>42</b>

<b>B– Practical Aspect: (if any)</b>			
Order	Topics List	Week Due	Contact Hours
1			
2			
3			
<b>Number of Weeks /and Units Per Semester</b>			

## VI. Teaching strategies of the course:

1. Lectures on specific theoretical issues regarding media style and problems of media translation
2. In-class discussions
3. Assignments: students are asked to translate samples of English/Arabic media texts and/or comment on the stylistic features of the texts

## VII. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Translations from English into Arabic	A, B, C, D	4-5	10
2	Translations from Arabic into English	A, B, C, D	9-10	10

## VIII. Schedule of Assessment Tasks for Students During the Semester:

Assessment	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Two pieces of translation (Arabic-English)	4-5	10	
2	Two pieces of translation (English - Arabic)	9-10	10	
3	Mid Term Exam	7	10	
4	Presentations	Within the course	10	
5	Final Exam	13	60	

## IX. Learning Resources:

- Written in the following order: ( Author – Year of publication – Title – Edition – Place of publication – Publisher).

1- Required Textbook(s) ( maximum two ).

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**2- Essential References.**

Torresi, Ira. *Translating Promotional and Advertising Texts*. Manchester; Kinderhook, NY: St. Jerome Publishing, 2010.

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 www.trans-int.org  
 NAATI - www.naati.com.au  
 AUSIT - [www.ausit.org](http://www.ausit.org)

**X. Course Policies:**

Unless otherwise stated, the normal course administration policies and rules of the Faculty of ----- apply.  
 For the policy, see: -----

<b>1</b>	<b>Class Attendance:</b> Follows the program and the university general policy.
<b>2</b>	<b>Tardy:</b> Subject to the regulations of the program and the general policy of the university.
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