

**COURSE DATA****Data Subject**

Code	40719
Name	Translation of other literary and audiovisual genres (english)
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2055 - M.D. in Creative and Humanistic Translation	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
2055 - M.D. in Creative and Humanistic Translation	16 - Training in english	Optional

Coordination

Name	Department
FUENTE SOLER, MANUEL DE LA	340 - Language Theory and Communication Sciences
MARTINEZ SIERRA, JUAN JOSE	155 - English and German
SERRA ALEGRE, ENRIQUE NICOLAS	340 - Language Theory and Communication Sciences

SUMMARY

Acquisition of the necessary skills and knowledge to translate works from various literary and audiovisual genres (advertising, songs and music videos, comics, etc.) from English to Spanish.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Not applicable

OUTCOMES

2055 - M.D. in Creative and Humanistic Translation

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Dominar la lengua extranjera elegida como fuente para la traducción.
- Alcanzar nivel de excelencia en la lengua propia.
- Poseer cultura general y de civilización.
- Gestionar proyectos y organizar el trabajo.
- Adquirir rigor para la revisión y control de calidad de las traducciones.
- Buscar información y documentación.
- Contar con conocimientos transversales.
- Trabajar en equipo.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Aplicar capacidades de análisis y síntesis.
- Ser capaz de complementar la formación específica de este Máster con otros conocimientos científicos, históricos, lingüísticos, sociales, etc.
- Ser capaz de acceder a herramientas de información en otras áreas de conocimiento y utilizarlas adecuadamente.
- Apostar de manera sistemática por una cultura de la igualdad (sexual y de género, de oportunidades, de trato, etc.)



- Apostar de manera sistemática por los principios de ética, justicia y solidaridad.
- Saber relacionarse profesionalmente en el campo de la traducción.
- Demostrar la asimilación de los principios metodológicos del proceso traductor.
- Interpretar, analizar y traducir textos de géneros y complejidad diversa

LEARNING OUTCOMES

- To master the rhetorical and pragmatic analysis of different types of literary and audiovisual texts in the languages involved in the translation.
- To master the collation, revision and editing of translated and original texts.
- To know the different conventions of the different types of texts' codes proposed in the context of the native language as well as the foreign language.
- To know how to extend the known translation strategies to new or not yet managed by the students literary and audiovisual genres.

DESCRIPTION OF CONTENTS

1. Newspaper translation: Social and ideological analysis of strategies and techniques

This unit focuses on the incidence of editorial decisions based on social and ideological principles as regards the translation of newspaper articles or press reviews. For this aim, our proposal for analysis concentrates on the summary translation of articles and pieces of news from the international press, and the way it is adapted to the social and ideological - also linguistic and cultural - configuration in the target language. On the other hand, we also study the process of creation / translation of a pieces of news from press agencies to their publication or broadcast in the news of different media. The unit also proposes some critical reflection on the role and visibility of the translator in both processes.

2. The translation of TV advertisements

Both the end of the 20th century and the beginning of the 21st century have witnessed a great profusion of audiovisual texts as vehicles of transmission of information and culture. As television consumers, we are constantly exposed to commercials, a type of audiovisual product with several highly specific characteristics that differentiate it from other products. Those characteristics are related, fundamentally, to their intended function: advertising. In this unit, we will deal with the nature and translation of TV commercials.

**3. The translation of graphic novels**

The translation of graphic novels constitutes an activity that is as exciting as complex. There are various aspects that make it a complex activity that can be differentiated from other types of translation. Halfway between the written and the audiovisual translation, it is a hybrid translation practice the main issues of which will be discussed in this unit.

4. The translation of music clips

In this unit we will study ways to carry out the translation of music clips.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	35,00	100
Development of individual work	10,00	0
Study and independent work	80,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

Working groups and cooperative tasks

Problem Solving

Case Study

EVALUATION

Continuous evaluation: 20%

Attendance and participation: 20%

Work practices and activities: 60%

REFERENCES**Basic**



- Hernández Guerrero, María José (2006): Técnicas específicas de la traducción periodística. Quaderns: Revista de Traducció 13: 125-139.
- Zanettin, F. (ed.) (2008): Comics in Translation, Manchester, St. Jerome.
- Valdés, C. (2000), La traducción publicitaria. Comunicación y cultura, Tesis doctoral inédita, Universidad de Oviedo.

Additional

- Chaume, Frederic (2004): Cine y Traducción. Madrid: Cátedra.
- Cortés Zaborras, Carmen; José M. Bustos Gisbert y María José Hernández Guerrero (2005; coord.): La traducción periodística. Escuela de Traductores de Toledo 14. Universidad de Castilla-La Mancha.
- De la Serna, Víctor (1996): Libro de estilo de «El Mundo». Madrid: Ediciones Temas de Hoy. Disponible en: http://www.masmenos.es/wp-content/uploads/2002/01/librodeestilo_elmundo.pdf
- Fundéu (2011; 18ª ed.): Manual del Español Urgente. Madrid: Cátedra. Disponible en: <http://www.fundeu.es/manual-espanol-urgente.html>
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- House, Juliane (2004): Concepts and methods of translation criticism. A linguistic perspective. En Harald Kittel, Armin P. Frank & Norbert Greiner, Norbert (eds.) Übersetzung. Translation. Traduction. Ein internationales Handbuch zur Übersetzungsforschung. An international Encyclopedia of Translation Studies. Encyclopédie internationale de la recherche sur la traduction. Berlin: Walter de Gruyter: 698-718.
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- De Pedro, R. (1996): "Beyond the Words: The Translation of Television Adverts", Babel, 42.1, pp. 27-45.
- Embleton, S. (1991): Names and their substitutes Onomastic observations on Astérix and its translations, Target 3:2, pp. 175-206.
- Martínez Sierra, J.J.(2008): Humor y traducción. Los Simpson cruzan la frontera, Castellón, Publicaciones de la Universitat Jaume I.



- Valero, C. (2000): La traducción del cómic: retos, estrategias y resultados, TRANS 4, pp. 75-88.
- Valdés, C. (2001): "Extranjerización y adaptación en la traducción de espots publicitarios", en Agost y Chaume (2001), La traducción en los medios audiovisuales, Castellón, Servicio de Publicaciones de la Universidad Jaume I, pp. 183-192.
- Díaz Cintas, J. y A. Remael (2007): Audiovisual Translation, Subtitling. Manchester: St Jerome.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available