



Course Specification

Course: Media Translation ٣٠٨	Program: Public Relations & Advertising
Code: PRA ٣٠٨	Level: Three
Public Relations & Advertising	Studying Units: Theoretical (٣) Practical (-)

● Intended Learning Outcomes (ILOs)

a. Information and Concepts:

- A/١ Understand the art of translation and its principles
- A/٢ Learn the translation theories
- A/٣ Explain the different methods and mechanism of translation
- A/٤ Describe the advantages and disadvantages of literal and communicative translation
- A/٥ Explain the translation of news headlines and the identification of specialized terms
- A/٦ Understand the meaning of different terminologies by translating specialized articles in the field of public relations and advertising

- A/٧ Memorize some of the most common English terms

b. Intellectual skills

- B/١ Analyze theories of translation
- B/٢ Compare between the basics of Arabic translation and English translation

c. Professional and practical skills concerned to the course

- C/١ Be able to translate different forms of articles/write ups
- C/٢ Apply the knowledge of effective translation to selected English texts.
- C/٣ Translate Arabic/English texts in communicative not literal translation
- C/٤ Translate articles specialized in the field of public relations and advertising

d. General and transferable skills

- D/١ Be able to translate health/literature/art/political/cultural/religious texts
- D/٢ Learn common English terms
- D/٣ Efficient e-learning through blackboard platform
- D/٤ Internet usage to learn new terminologies
- D/٥ Critical Thinking
- D/٦ Discussion/presentation on a translated article
- D/٧ Discuss and compare differences between translations by context
- D/٨ Team work
- D/٩ Time Management

Course Content:

- e/١ Introduction to the art of translation
- e/٢ Theories of translation
- e/٣ Methods & Mechanism of translation
- e/٤ Advantages and disadvantages of literal and communicative translation
- e/٥ The translation of news headlines and the identification of specialized terms
- e/٦ The translation of specialized articles in the field of public relations and advertising
- e/٧ Mid-term exam
- e/٨ Analysis and translation of various news texts
- e/٩ Learn common English terms
- e/١٠ Different Translation Applications
- e/١١ Different Translation Applications
- e/١٢ Different Translation Applications
- e/١٣ Learn common English terms
- e/١٤ Analysis and translation of various news texts + General Applications
- e/١٥ Final Exam

Teaching and learning methods:

- ١- Theoretical Lectures (Direct Learning)
- 2- Discussion
- 3- Divide students into groups (Cooperative Learning)
- 4- Self Learning
- 5- Presentations
- 6- E-learning via blackboard platform and interactive sessions

Student assessment methods:

- f/١ Written mid-term exam

f/ʎ Assignments to assess the student's research abilities

f/ʒ Discussion & participation to observe the student's behavior and performance

f/° Wriiten Final Exam