

5 credits

15.0 h + 15.0 h

Q1

Teacher(s)	Vrancx Marlène ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Specific aspects of translation in the domains of marketing and publicity
Aims	<p><b>Contribution of teaching unit to learning outcomes assigned to programme</b></p> <p>This unit contributes to the acquisition and development of the following learning outcomes, as assigned to the Master's degree in translation :</p> <p>1.1, 1.4, 1.5 3.1, 3.3, 3.4 4.1 5.8</p> <p><b>AA-FS-AL.</b>Develop expertise and a high level of competence in literary translation in the broader sense and specifically producing original works or revising existing pieces that involve the use of language for aesthetic ends: translating literary works of fiction or texts pertaining to traditional genres; literature associated with the image and other artistic domains; translating texts for publication and (an option only available in certain languages) translation in the domains of 'Publicity &amp; Marketing'.</p> <p>1 <b>Specific learning outcomes on completion of teaching unit</b></p> <p>On completing this unit the student is able to:</p> <ul style="list-style-type: none"> <li>· Identify and analyse functional elements and effects in a Dutch-language text and the linguistic tools used to produce said effects;</li> <li>· Analyse presuppositions, stereotypes and elements of intertextuality present in a Dutch-language text with a view to transposing them in an appropriate way into French;</li> <li>· Detect non-verbal devices present in the message of the Dutch text and adapt them for French-language receivers of the message;</li> </ul> <p>Translate into French a text in Dutch taking account of, and where necessary adapting, implicit or underlying socio-cultural component elements;</p> <p>Employ his / her creativity in order to reproduce for the target audience the effect created for receivers of the text in Dutch.</p> <p>----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	Formative assessment during the sessions. Summative assessment consisting in a translation project (Dutch>French) and exam. September exam: translation from Dutch into French of a text on a topic dealt with in the course.
Teaching methods	In-class sessions Individual and/or group assignments. To prepare to the different sessions, students will be asked to research, gather and read material related to the advertising and marketing fields.
Content	Students will : <ul style="list-style-type: none"> <li>- be introduced to the advertising language and its features and challenges;</li> <li>- study and analyse the cultural and linguistic challenges that characterize advertising and marketing texts;</li> <li>- translate (Dutch&gt;French) different texts and documents pertaining to the advertising and marketing fields.</li> </ul>
Inline resources	Resources will be available on Moodle.
Bibliography	Guidère M. (2009) : De la traduction publicitaire à la communication multilingue, in Meta: Translators' Journal, vol. 54, n° 3, 2009, p. 417-430 Guidère M. (2000) : Publicité et traduction, L'Harmattan, Paris.

Other infos	/
Faculty or entity in charge	LSTI

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Translation	TRAD2M	5		