

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	15.0 h + 15.0 h	Q2
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Teacher(s)	Gallez Françoise ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Specific aspects of translation in the domains of marketing and publicity
Aims	<p>Contribution of teaching unit to learning outcomes assigned to programme</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>AA-FS-AL.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 & Marketing'.</p> <p>1 Specific learning outcomes on completion of teaching unit</p> <p>On completing this unit the student is able to:</p> <ul style="list-style-type: none"> · Identify and analyse functional elements and effects in a German-language text and the linguistic tools used to produce said effects; · Analyse presuppositions, stereotypes and elements of intertextuality present in a German-language text with a view to transposing them in an appropriate way into French; · Detect non-verbal devices present in the message of the German text and adapt them for French-language receivers of the message; <p>Translate into French a text in German taking account of, and where</p> <ul style="list-style-type: none"> · necessary adapting, implicit or underlying socio-cultural component elements; <p>Employ his / her creativity in order to reproduce for the target audience the effect created for receivers of the text in German.</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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Formative assessment during the sessions. Summative assessment consisting in a translation project (translation German>French + other tasks) and oral exam.</p> <p>September exam: paper (translation + other tasks) to be handed out by the beginning of august + oral exam</p> <p>The use of machine translation is strictly forbidden.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>In-class sessions</p> <p>Individual and/or group assignments.</p> <p>Sessions partly organized through Moodle.</p> <p>To prepare to the different sessions, students will be asked to research, gather and read material related to the advertising and marketing fields.</p>
Content	<p>Students will :</p> <ul style="list-style-type: none"> - be introduced to the advertising language and its features and challenges;

	<ul style="list-style-type: none"> - study and analyse the cultural and linguistic challenges that characterize advertising and marketing texts; - translate (German >French) different texts and documents pertaining to the advertising and marketing fields. <p>Using machine translation software during a translation exercise or exam is forbidden. Such software may only be used as a starting point for a post-edition exercise given by the teacher.</p>
Inline resources	Resources will be available on Moodle.
Bibliography	<p>Guidère M. (2009) : De la traduction publicitaire à la communication multilingue, in Meta: Translators' Journal, vol. 54, n° 3, 2009, p. 417-430</p> <p>Guidère M. (2000) : Publicité et traduction, L'Harmattan, Paris.</p>
Other infos	/
Faculty or entity in charge	LSTI

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