

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	15.0 h + 15.0 h	Q1
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Teacher(s)	Vanderputten Caroline ;
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</p> <p>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 English-language text and the linguistic tools used to produce said effects; - Analyse presuppositions, stereotypes and elements of intertextuality present in a English-language text with a view to transposing them in an appropriate way into French; - Detect non-verbal devices present in the message of the English text and adapt them for French-language receivers of the message; <p>Translate into French a text in English 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 English.</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</p> <p>Summative assessment consisting in a translation project and/or exam.</p> <p>September exam: translation of a text on a topic dealt with in the course.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures and exercise sessions</p> <p>Sessions partly organized through Moodle.</p> <p>Individual and/or group assignments.</p>
Content	<p>Students will:</p> <ul style="list-style-type: none"> - be asked to research, gather and read material related to the advertising and marketing fields ; - be introduced to the advertising language and its features and challenges; - study and analyse the cultural and linguistic challenges that characterize advertising and marketing texts; - translate (from English into French) different texts and documents pertaining to the advertising and marketing fields.

	Examples: promotional leaflets, advertising posters, press kits, websites,'
Inline resources	/
Bibliography	Guidère, M. (2000), <i>Publicité et traduction</i> , L'Harmattan, Paris. Guidère, M. (2008), "Traduire la publicité ou comment justifier et argumenter ses choix", <i>Traduire</i> 219/2008, p. 22-46. Guidère, M. (2009), "De la traduction publicitaire à la communication multilingue", <i>Meta: Translators' Journal</i> , vol. 54, n° 3, 2009, p. 417-430. Vandal-Sirois, H. (2011), "Publicités multilingues : l'apport du traducteur en agence de communication marketing", <i>ILCEA</i> 14/2011, p2-12.
Other infos	/
Faculty or entity in charge	LSTI

Force majeure

Teaching methods	Online teaching, using Teams and/or Moodle
Evaluation methods	Summative assessment consisting in a translation assignment to be uploaded on Moodle on the last day of class of the first term at the latest, and 10-minute online oral defense of said assignment in January via Teams. September exam: online translation of a text on a topic dealt with in the course (Moodle homework).

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