


5.00 credits

15.0 h + 15.0 h

Q1

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| Teacher(s) | Gallez Françoise ; |
| Language : | French |
| Place of the course | Louvain-la-Neuve |
| Prerequisites | For allophone students with a competency level of B2 in both French and German |
| Main themes | Specific aspects of translation in the domains of marketing and publicity |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <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> |
| Evaluation methods | <p>Formative assessment during the sessions.</p> <p>Certificative assessment:</p> <p>January: written paper and oral exam</p> <p>August/september: written paper and oral exam</p> <p>The practical and precise modalities relating to the various tasks will be specified in due time on the Moodle platform and during the course.</p> <p>The use of machine translation is strictly forbidden.</p> |
| Teaching methods | <p>Lectures and practical exercises</p> <p>Individual and/or group assignments.</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; - 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. |

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| | 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. |
| 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 |

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