

Teacher(s)	Vrancx Marlène ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	For allophone students with a competency level of B2 in both French and Dutch
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><u>Contribution of teaching unit to learning outcomes assigned to programme</u></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><u>Specific learning outcomes on completion of teaching unit</u></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 Dutch-language text and the linguistic tools used to produce said effects; - 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; - Detect non-verbal devices present in the message of the Dutch text and adapt them for French-language receivers of the message; <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>
Evaluation methods	Formative assessment during the sessions. Summative assessment consisting in a translation project (Dutch>French) and oral exam during the session. September exam: translation from Dutch into French of a text on a topic dealt with in the course. The use of machine translation is strictly forbidden.
Teaching methods	Lectures and practice 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"> • 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 (Dutch>French) different texts and documents pertaining to the advertising and marketing fields. 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.
Faculty or entity in charge	LSTI

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