

5.00 credits

15.0 h + 15.0 h

Q1

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><b>At the end of this learning unit, the student is able to :</b></p> <p><b><u>Contribution of teaching unit to learning outcomes assigned to programme</u></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><b>1 <u>Specific learning outcomes on completion of teaching unit</u></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 German-language text and the linguistic tools used to produce said effects;</li> <li>- 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;</li> <li>- Detect non-verbal devices present in the message of the German text and adapt them for French-language receivers of the message;</li> </ul> <p>Translate into French a text in German taking account of, and where</p> <ul style="list-style-type: none"> <li>- necessary adapting, implicit or underlying socio-cultural component elements;</li> </ul> <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 semester</p> <p>Certificative assessment:</p> <p>January and august/september: written paper (75% of the final grade) and oral exam (25% of the final grade)</p> <p>The practical details relating to the various tasks and exams will be specified on the Moodle platform.</p> <p>The use of machine translation and artificial intelligence of any kind 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"> <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 (German &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	Learning outcomes
Master [120] in Translation	TRAD2M	5		