

Teacher(s)	Vanderputten Caroline ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	For allophone students with a competency level of B2 in both French and English
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 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>
Evaluation methods	<p>Formative assessment over the course of the term.</p> <p>January exam session: summative assessment consisting in a translation project (to be handed in on the last class of the term). Oral defence of said project during the January exam session.</p> <p>The detailed assignment instructions will be e-mailed and/or posted on Moodle.</p> <p>August/September exam session: translation of a text on a topic dealt with in the course.</p> <p>Summative assessment: The use of machine translation tools and/or generative AI is strictly forbidden.</p>
Teaching methods	<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; - prepare for the summative assessment by translating (from English into French) different texts and documents (i.e. promotional leaflets, advertising posters, press kits, websites) pertaining to a specific topic in the advertising and marketing fields. A formative feedback on these exercises will be provided.

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