ltrad2732
2024

Translation : Marketing & Publicity - Dutch

5.00 credits	15.0 h + 15.0 h	Q1

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	**At the end of this learning unit, the student is able to :**

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Contribution of teaching unit to learning outcomes assigned to programme

This unit contributes to the acquisition and development of the following learning outcomes, as assigned to the Master's degree in translation :

1.1, 1.4, 1.5

3.1, 3.3, 3.4

4.1

5.8

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'.

Specific learning outcomes on completion of teaching unit

On completing this unit the student is able to:

·   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;

Translate into French a text in Dutch taking account of, and where necessary adapting, implicit or underlying socio-cultural component elements;

Employ his / her creativity in order to reproduce for the target audience the effect created for receivers of the text in Dutch.

Evaluation methods	Formative assessment during the sessions.

Summative assessment consisting in a translation project (Dutch>French) and oral exam during the session (January).

September exam: exercice similar to those dealt with in the course.

The work to be presented or submitted as part of the course is personal work that will reflect the skills acquired. The sources used must be adequately acknowledged. Generative artificial intelligence (AI) must be used responsibly and in accordance with the practices of academic and scientific integrity. As scientific integrity requires that sources be cited, the use of AI must always be reported. The use of artificial intelligence for tasks where it is explicitly forbidden will be considered as cheating.

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 :

• 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;

	• analyse and translate (Dutch>French) different texts and documents pertaining to the advertising and marketing fields.
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		🔍