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| Teacher(s)          | Gallez Françoise ;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Language :          | French                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Place of the course | Louvain-la-Neuve                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Main themes         | Translation and transcreation in the domains of marketing and publicity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Learning outcomes   | <p><b>At the end of this learning unit, the student is able to :</b><br/> <b><u>Contribution of teaching unit to learning outcomes assigned to programme</u></b><br/>                     This unit contributes to the acquisition and development of the following learning outcomes, as assigned to the Master's degree in translation:</p> <ul style="list-style-type: none"> <li>• analyse a source document, identify potential textual and cognitive difficulties and assess the strategies and resources needed to reformulate it in line with communicative needs (1 – Translation);</li> <li>• summarise, rephrase, restructure, and shorten a message and adapt it to market needs rapidly and accurately in at least one target language, using written and/or spoken communication (2 – Translation);</li> <li>• implement the instructions, style guides, or conventions relevant to a particular translation (5 – Translation);</li> <li>• translate general and domain-specific material in one or several fields from one or several source languages into their target language(s), producing a 'fit for purpose' translation (6 – Translation);</li> <li>• translate different types of material on and for different kinds of media and target audiences, using appropriate tools and techniques (7 – Translation);</li> <li>• translate and mediate in specific intracultural and intercultural contexts, for example, those involving public service translation (and interpreting), website or video-game localisation and accessibility, community management, etc. (8 – Translation);</li> <li>• check, review, revise and evaluate their own work and that of others according to standard or work-specific quality objectives and assess the appropriateness of using tools for the work at hand (11 – Translation).</li> </ul> <p><b><u>Specific learning outcomes on completion of teaching unit</u></b><br/>                     On completing this unit the student is able to:</p> <ul style="list-style-type: none"> <li>• identify the functions, concepts and percepts of an German text and the linguistic tools used to produce these percepts;</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> <li>• translate into French a text in German taking account of, and where necessary adapting, implicit or underlying socio-cultural component elements;</li> <li>• employ their creativity in order to reproduce for the target audience the effect created for receivers of the text in German.</li> </ul> |
| 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 written and oral assignments are personal assignments that will reflect the student's skills. The references have to be mentioned adequately. The use of machine translation and artificial intelligence of any kind is forbidden, except where explicitly authorized in the instructions for an exercise or assessment.</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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| 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<br>Guidère M. (2000) : Publicité et traduction, L.Harmattan, Paris. |
| 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       |              |  |