

Teacher(s)	Vanderputten Caroline ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Translation and transcreation in the domains of marketing and publicity.
Learning outcomes	At the end of this learning unit, the student is able to : <u>Contribution of teaching unit to learning outcomes assigned to programme</u> This unit contributes to the acquisition and development of the following learning outcomes, as assigned to the Master's degree in translation: • 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); • 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); • implement the instructions, style guides, or conventions relevant to a particular translation (5 – Translation); • 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); • translate different types of material on and for different kinds of media and target audiences, using appropriate tools and techniques (7 – Translation); • 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); • 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). <u>Specific learning outcomes on completion of teaching unit</u> On completing this unit the student is able to: • identify the functions, concepts and percepts of an English text and the linguistic tools used to produce these percepts; • 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; • translate into French a text in English taking account of, and where necessary adapting, implicit or underlying socio-cultural component elements; • employ their creativity in order to reproduce for the target audience the effect created for receivers of the text in English.
Evaluation methods	Formative assessment over the course of the term. 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. The detailed assignment instructions will be e-mailed and/or posted on Moodle. August/September exam session: translation of a text on a topic dealt with in the course. Summative assessment: The use of machine translation tools and/or generative AI is strictly forbidden.
Teaching methods	Lectures and exercise sessions Sessions partly organized through Moodle. Individual and/or group assignments.
Content	Students will: - 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	Guidère, M. (2000), <i>Publicité et traduction</i>, L'Harmattan, Paris. Guidère, M. (2008), "Traduire la publicité ou comment justifier et argumenter ses choix", <i>Traduire</i> 219/2008, p. 22-46. Guidère, M. (2009), "De la traduction publicitaire à la communication multilingue", <i>Meta: Translators' Journal</i>, vol. 54, n° 3, 2009, p. 417-430. Vandal-Sirois, H. (2011), "Publicités multilingues : l'apport du traducteur en agence de communication marketing", <i>ILCEA</i> 14/2011, p2-12.
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		