

Teacher(s)	Vrancx Marlène ;
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 Dutch text and the linguistic tools used to produce these percepts; • 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 their 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: exercise 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		