

Name of the Department: Journalism and Mass Communication

OEC : Translation for Media

Course Title: Translation for Media	Course code: 21BAOEJC
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Translate the given stories keeping in mind the requirements of the client
2. Understand the difference between translations for different media and practice it.
3. Gain a mastery over the techniques of translation

OEC 4: Translation for Media

Unit	Description	Hours
1	Translation: Meaning, definition, Nature, Scope and Significance of Translation	10
2	Process of Translation: Source language, Target Language, Co-ordination, Guidelines for Translation	08
3	Types of Translation: Word to Word, Literal, Summarized, Free, Paraphrasing.	08
4	Challenges of translation: From English to regional languages and vice versa, Modern trends in media translations, Difference between print and electronic media translations	08
5	Practical activities: News translations at least 5 exercises, Article translations at least 2 exercises, Translation of advertisement copies- 3, Giving headlines to translated stories -3	08

References:

- 1) Media and Translation by Akbar Mohammad
- 2) India in Translation and Translation in India by GJV Prasad
- 3) What is Media Translation by Tirosh Ofer
- 4) New points of View on Audio Visual Translation and Media edited by Anna Jankowska
- 5) News Media Translation by Federico Zenettin

Date

Course Coordinator

Subject Committee Chairperson

