

Academic year	2017-18
Subject	21833 - Translation and Intercultural Mediation in Professional Areas of Tourism: E
Group	Group 1, 2S
Syllabus	A
Language	English

Subject

Name	21833 - Translation and Intercultural Mediation in Professional Areas of Tourism: E
Credits	1.92 in-class (48 hours) 4.08 distance (102 hours) 6 total (150 hours).
Group	Group 1, 2S (Campus Extens)
Period	Second semester
Language	English

Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Gabriel Roberto Dols Gallardo gabriel.dols@uib.cat	18:00	19:00	Tuesday	12/09/2017	06/02/2018	AB09
	10:00	11:00	Thursday	07/02/2018	29/06/2018	AB09

Context

Developing the students' skills in intercultural mediation is one the goals of the English Studies degree, and a especially relevant one in our multicultural European society of the 21st century. This course aims at preparing our students for any eventual professional engagement in intercultural communication, be it in public institutions or in the private sphere, with a special focus on tourism, the main economic activity in the Balearic Islands and one of the main industries in Spain as a whole. With that in mind, the students will deal with the theoretical aspects of the closely related fields of intercultural communication and translation, both in their general aspects, building on the knowledge already built in previous courses, and in their application to tourism. The practice of translation itself will also play a major role in the course. The students will work with actual texts (or replicas), such as brochures, emails and websites. A new feature of the course, as compared to other translation-related subjects in the degree, will be that the students will develop their skill in reverse translation, too (that is, they will be expected to translate from their mother tongue into English). In the spirit of preparing the students for the challenges of our current society, an additional aspect of the course will be an introduction to the fields of internationalization and localization, and the connection between translation and the ITs in general.

Requirements

Essential requirements

Since this is an optional course for the third or fourth year of the English Studies degree, students are assumed to have a basic familiarity with Anglophone literature and a knowledge of English at least equivalent to C1, as defined by the Common European Framework of Reference for Languages. Students who do not have this level of English will find a list of self-study resources in the bibliographical section of "English Language VI" and "English Language VII" and it is their responsibility to reach this level prior to the beginning of the course. Furthermore, the "English Lab" room (Aula de autoaprendizaje de idiomas) is at the disposal of UIB students.

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For further information on the "English Lab" check this link <http://diari.uib.cat/arxiu/Coneixeu-lEnglish-Lab.cid376924>, or the Lab's social media site https://www.facebook.com/englishlabUIB/info?tab=page_info

Likewise, students are expected to have a good command of Spanish and/or Catalan, that enables them to write fluently and with a basic array of stylistic and rhetoric devices. Spelling errors, in particular, will always detract from the grade of any exercise. International Students should be aware that they are expected to have a level of at least B2 (according to the CEFRL) in Spanish and/or Catalan.

Recommended

Students are reminded that UIB is a presential university and, therefore, regular attendance to the lessons is expected. This is particularly important in this course, because of its practical nature.

However, students officially recognised by the UIB as part-time students can follow Pathway B. In this case, students are not expected to regularly attend or actively participate in sessions.

Those interested in this assessment option will need to present the lecturer with a formal application in the first two weeks of the term. This application will include documentary evidence proving that they find themselves in one of the following situations:

- a) Estar treballant amb una mitjana de dedicació equivalent, com a mínim, a la meitat de la durada màxima de jornada ord inària de treball. Això s'ha d'acreditar amb un contracte de treball en vigor o un nomenament administratiu; alternativament es poden aportar altres documents que provin l'activitat actual, com els justificants de cotització en qualsevol règim dela Seguretat Social.
- b) Estar afectat per una discapacitat física, sensorial o psíquica, en un grau igual o superior al 33 per cent, que és el que estableix la normativa que regula la reserva de places per a l'accés ala Universitatd'estudiants amb necessitats educatives especials.El grau de discapacitat s'ha d'acreditar mitjançant el certificat emès per l'organisme competent per al seu reconeixement.
- c) Tenir 45 anys o més en la data d'inici del curs acadèmic.
- d) Estar en situació de protecció a la família o haver de tenir cura de persones dependents.
- e) Trobar-se en altres situacions extraordinàries que l'òrgan competent valori com a determinants per ser incorporat a la situació de dedicació a l'estudi a temps parcial.

The Vice-Dean for English Studies will consider all applications and decide whether applicants should be granted part-time student status. Upon notification, Pathway B students will be asked to sign a learning agreement (available from Campus Extens).

Skills

You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Specific

- * The ability to analyse English texts from a linguistic, literary and cultural standpoint (SC4).
- * The ability to translate different types of text (SC7).
- * The ability to locate and use information related to the discipline in databases and internet resources, as well as use specific computer applications in the field of study (SC10).

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Generic

- * The ability to respect and value linguistic and cultural diversity, promoting equal opportunities in professional settings (C7).
- * The ability to adapt to different professional contexts, in line with the legal framework and ethical principles of professional practice (C9).
- * The ability for decision-making and problem-solving (C11).

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Theme content

1. Theoretical groundwork
 - 1.1. Review of basic concepts:
 - * translation strategies
 - * the road from prescriptivism to descriptive studies
 - * the manipulation school the polysystem theory
 - * dictionaries, databases and software resources for the translator
 - 1.2. New theoretical concepts:
 - * translation as intercultural communication
 - * *skopos* in translation
 - * translation norms

Practice texts: professional emails
2. Applications for tourism
 - 2.1. Skopos, norms, and the polysystem from the point of view of the translation of texts for tourists
 - 2.2. Typology of recurrent texts and strategies for their translation

Practice texts: brochures
3. Localization and internationalization
 - 3.1. Cultural conventions and considerations
 - 3.2. Internationalization and localization of websites and software

Practice texts: websites

Teaching methodology

In-class work activities

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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory lectures	Large group (G)	This block will be devoted to the introduction of the theoretical aspects. An inductive methodology will be used in most sessions.	22
Practical classes	Translation practice	Large group (G)	The students and the lecturer will discuss and contrast different versions of the weekly translation task. The aim will be to find different valid translations, if possible, and constructively debate why some versions might be incorrect, all the while trying to identify norms and procedures that are applicable beyond the particular text at hand. Please note that any real progress on the part of the student will depend on her having carried out the translation beforehand. Consistent failure to do so will be penalized through the participation segment of the assessment.	23
Assessment	Assessment	Large group (G)	3 hours will be devoted to assessing students by means of a written exam, which will cover the theoretical content of the course.	3

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Group or individual self-study	Individual work	Individual study and reading, completion of pre-assigned translations and Campus Extens activities. As part of their progress, the students will be required to create a glossary with all the relevant terms they find during their activities for the course, complete with definitions, collocations, etc. On top of the glossary, students in Pathway B will be required to deliver a dossier with their translations of the texts the other students will have discussed in class.	102

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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- Pathway B is only intended for part-time students, as explained above, in the "Requirements" section of this guide.

- If a student fails to hand in an assignment or to show up on the date and at the time established by the lecturer for any activity which is part of the student's assessment programme, they will receive a 0 (zero) grade for this activity. Failure to take an official exam (when applicable) will result in a 'No Presentat' grade.

- Under no circumstances will the dates and times of the official exams be altered with the only exception of those cases contemplated by the University of the Balearic Islands' Reglament Acadèmic (Section 30)

- Mobile phones and other electronic devices are NOT allowed in the classroom. Laptop computers are acceptable ONLY if used for purposes related to classroom activity. No electronic device whatsoever (including computers) is allowed in the classroom during exams/practical sessions, unless otherwise specified by the lecturer (e.g., if the practical session entails use of the Internet for pedagogical purposes).

- Only if the student has presented 30% or less than 30% of the total assigned evaluation course tasks, will the grade be "NP". The dates and times of the official exams (UIB and exchange students) will not be altered under any circumstances, except those contemplated by the Reglament Acadèmic. Students will not be allowed into the classroom when the exam/practical session has already started. Erasmus and/or international students will not have a flexible date to sit or re-sit assessment.

- Plagiarism (Article 33 - Academic Regulations) will always be penalised, in accordance with the UIB's current academic regulation, reproduced below:

"Amb independència del procediment disciplinari que es pugui seguir contra l'estudiant infractor, la realització demostradorament fraudulenta d'algun dels elements d'avaluació inclosos en guies docents de les assignatures comportarà, a criteri del professor, una menysvaloració en la seva qualificació que pot suposar la qualificació de «suspens 0» a l'avaluació anual de l'assignatura.

2. En particular, es considera un frau:

- En els exàmens o proves escrites, l'ús de qualsevol mitjà encaminat a facilitar les respostes.
- En els treballs i pràctiques individuals o de grup, la inclusió de fragments d'obres alienes presentats de tal manera que es facin passar com a propis (plagi).

Theory lectures

Modality	Theory classes
Technique	Observation techniques (non-retrievable)
Description	This block will be devoted to the introduction of the theoretical aspects. An inductive methodology will be used in most sessions.
Assessment criteria	This segment of the grade will take into account the student's consistency in bringing the weekly translation task to every lesson, as well as the degree of effort and research put into it. Active participation in the in-class discussion will be a significant factor as well.

Final grade percentage: 10% for the training plan A

Final grade percentage: 0% for the training plan B

Translation practice

Modality	Practical classes
Technique	Papers and projects (retrievable)
Description	The students and the lecturer will discuss and contrast different versions of the weekly translation task. The aim will be to find different valid translations, if possible, and constructively debate why some versions might be incorrect, all the while trying to identify norms and procedures that are applicable beyond the particular text at hand. Please note that any real progress on the part of the student will depend on her having

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	carried out the translation beforehand. Consistent failure to do so will be penalized through the participation segment of the assessment.
Assessment criteria	Each student will be required to translate a website from Spanish to English. The assessment process will penalize any translation mistakes, grouping them roughly into three categories: errors of interpretation, errors of rendering in the target language and errors in transmitting the main or secondary functions of the text. A distinction will be made between serious and minor mistakes, according to functionalist criteria. On the other hand, good and creative solutions will be rewarded. The students will have a chance to familiarize themselves with the grading criteria during the course. Formal and technical considerations will also play a major part in the final grade.
Final grade percentage:	40% for the training plan A
Final grade percentage:	40% for the training plan B

Assessment

Modality	Assessment
Technique	Short-answer tests (retrievable)
Description	3 hours will be devoted to assessing students by means of a written exam, which will cover the theoretical content of the course.
Assessment criteria	A theory test with short-answer questions covering the main theoretical content of the course.
Final grade percentage:	35% for the training plan A
Final grade percentage:	35% for the training plan B

Individual work

Modality	Group or individual self-study
Technique	Learning file (retrievable)
Description	Individual study and reading, completion of pre-assigned translations and Campus Extens activities. As part of their progress, the students will be required to create a glossary with all the relevant terms they find during their activities for the course, complete with definitions, collocations, etc. On top of the glossary, students in Pathway B will be required to deliver a dossier with their translations of the texts the other students will have discussed in class.
Assessment criteria	As part of their progress, the students will be required to create a glossary with all the relevant terms they find during their activities for the course, complete with definitions, collocations, etc. On top of the glossary, students in pathway B will be required to hand in the translation of the texts the other students will discuss in the practice sessions. They should do this on a text-by-text basis along the course.
Final grade percentage:	15% for the training plan A
Final grade percentage:	25% for the training plan B

Resources, bibliography and additional documentation

Basic bibliography

Nord, Christiane. (1997). *Translating as a purposeful activity. Functionalist approaches explained*. New York: Routledge.

Palusci, O., & Francesconi, S. (Eds.). (2006). *Translating Tourism. Linguistic /cultural representations*. Trento: Università degli Studi di Trento.

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Campbell, S. (1998). *Translating into the Second Language*. London and New York: Pearson.

Complementary bibliography

- Baker, M. (2011). *In Other Words: A coursebook on translation* (2nd ed.). New York: Routledge.
- Beeby Lonsdale, A. (1996). *Teaching Translation from Spanish to English. Worlds beyond Words*. Ottawa: University of Ottawa Press.
- Cappelli, G. (2008). "The translation of tourism-related websites and localization: problems and perspectives". In A. Baicchi (Ed.), *Voices on Translation. RILA Rassegna Italiana di Linguistica Applicata* (pp. 97–115). Rome: Bulzoni Editore.
- Carbonell i Cortés, O. (1997). *Traducir al otro. Traducción, exotismo, poscolonialismo*. Cuenca: Ediciones de la Universidad de Castilla-La Mancha.
- Corte, N. (2002). "Localización e internacionalización de sitios web". *Revista Tradumática. Traducció I Technologies de La Informació I La Comunicació*, (1).
- Durán Muñoz, I. (2012). "Caracterización de la traducción turística: problemas, dificultades". *Revista de Lingüística Y Lenguas Aplicadas*, 7, 103–114.
- Lefevere, A. (1992). *Translation, Rewriting, and the Manipulation of Literary Fame*. London: Routledge.
- Marco, J. (2002). *El fil d'Ariadna. Anàlisi estilística i traducció literària*. Vic: Eumo.
- Nigro, M. G. (2006). *Il linguaggio specialistico del turismo. Aspetti storici, teorici e traduttivi*. Rome: Aracne.
- Nobs, M.-L. (2003). *Expectativas y evaluación en la traducción de folletos turísticos: estudio empírico con usuarios reales*. Universidad de Granada.
- Pierini, P. (2007). "Quality in Web Translation: An Investigation into UK and Italian Tourism Web Sites". *JoSTrans. The Journal of Specialized Translation*, July(8), 85–103.
- Pym, A. (2010). Website localization. In *The Oxford Handbook of Translation Studies*. Oxford: Oxford University Press.
- Seghiri, M. (2010). "El diccionario especializado bilingüe para la traducción turística inversa (español-inglés)". In J. L. Cifuentes, A. Gómez, A. Lillo, J. Mateo, & F. Yus (Eds.), *Los caminos de la lengua. Estudios en homenaje a Enrique Alcaraz Varó* (pp. 289–303). Alicante: Universidad de Alicante.
- Snell-Hornby, M. (1999). "The "Ultimate Comfort": Word, Text, and the Translation of Tourist Brochures". In *Word, Text, Translation. Liber amicorum for Peter Newmark* (pp. 95–104). Clevedon, Buffalo, Toronto, Sidney: Multilingual Matters.