

Academic year	2019-20
Subject	21833 - Translation and Intercultural Mediation in Professional Areas of Tourism: E
Group	Group 1

Subject

Subject / Group	21833 - Translation and Intercultural Mediation in Professional Areas of Tourism: E / 1
Degree	Degree in English Studies - Third year
Credits	6
Period	2nd semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Fruela Fernández Iglesias	13:00	14:00	Wednesday	17/02/2020	05/06/2020	BE10, Ramon Lull (by appointment)
<i>Responsible</i> fruela.fernandez@uib.cat	10:00	11:00	Wednesday	17/02/2020	05/06/2020	BE10, Ramon Lull (by appointment)

Context

This course aims at preparing students for the practice of professional translation, both in public institutions and in the private sector, 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 this purpose in mind, students will familiarise themselves with the theoretical aspects of translation, both in their general aspects, building on the knowledge already built in previous courses, and in their application to tourism.

A second relevant area of the course will be an introduction to legal English and to some basic examples of legal documents, such as contracts, which can appear in any professional field.

The practice of translation itself will play a paramount role in the course. Students will work with actual texts (or adapted versions), such as brochures, emails, and contracts, among others. 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, i.e., they will be expected to translate from their mother tongue (CAT/ESP) into English.

Requirements

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.



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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:

- Estar treballant amb una mitjana de dedicació equivalent, com a mínim, a la meitat de la durada màxima de jornada ordinària de treball. Això s'ha d'acreditar amb un contracte de treball o un nomenament administratiu vigent el dia d'inici de les activitats lectives; alternativament es poden aportar altres documents que provin l'activitat actual, com els justificants de cotització en qualsevol règim de la Seguretat Social.
- Estar afectat per una discapacitat física, sensorial o psíquica, en un grau igual o superior al 33 per cent. El grau de discapacitat s'ha d'acreditar mitjançant el certificat emès per l'organisme competent per al seu reconeixement.
- Tenir 45 anys o més en la data d'inici de l'any acadèmic.
- Estar en situació de protecció a la família o haver de tenir cura de persones dependents.
- Tenir la condició d'esportista d'alt nivell o d'alt rendiment.
- Estar matriculat a temps complet durant l'any acadèmic en curs al Títol Superior de Música, en qualsevol de les seves especialitats, impartit pel Conservatori Superior de Música.
- 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 Aula Digital).

Skills

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 (SC10)

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)



Syllabus

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

Range of topics

1. Theoretical groundwork

The course will look into the following concepts and topics. Time devoted to each topic might vary depending on the students' familiarity with it. The lecturer reserves his right to devote more or less time to a given topic according to the evolution and development of the course. Equally, students are welcome to request the lecturer to spend more time on a certain issue if difficulties or doubts eventually arise.

1.1. Review of basic concepts:

- * Translation strategies
- * From prescriptivism to descriptive studies
- * Contemporary approaches in Translation Studies
- * Dictionaries, databases and other resources for the translator

1.2. New theoretical concepts:

- * *Skopos* in translation
 - * Translation norms
- Practice texts*: professional emails.

2. Applications for tourism

2.1. 'Persuasive' texts: the centrality of persuasion for tourist texts.

2.2. Typology of recurrent texts and strategies for their translation

Practice texts: brochures and tourist guides.

3. Legal texts

3.1. Legal English: characteristics and potential difficulties.

3.2. Understanding contracts in a comparative perspective.

Practice texts: contracts.

Teaching methodology

In-class work activities (1.92 credits, 48 hours)

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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.	13
Practical classes	Translation practice	Large group (G)	A significant part of the course will be devoted to translation practice, both direct and reverse, i.e., from English into the students' preferred language (Catalan or Spanish) and from the students' language (CAT/ESP) into English. During these sessions, students will be required to present their work to the rest of the class and to engage in a respectful and constructive dialogue in order to discuss their translational choices. This course takes as methodological grounds that a) no translation can be completely flawless, b) two translators will produce different translations, and c) a wide variety of choices can be 'wrong' or 'right' depending on a number of factors (e.g. audience, purpose, style, etc.).	32
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 Aula Digital platform.

Distance education tasks (4.08 credits, 102 hours)

Modality	Name	Description	Hours
Group or individual self-study	Individual work	Individual study and reading, completion of pre-assigned translations and Campus Extens activities.	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

- Pathway B is only intended for part-time students, as explained above, in the "Requirements" section of this guide. Students who follow this path must tell the lecturer within the first two weeks of term.

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- 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 students' 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.

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Theory lectures

Modality	Theory classes
Technique	Observation techniques (non-recoverable)
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%

Translation practice

Modality	Practical classes
Technique	Real or simulated task performance tests (recoverable)
Description	A significant part of the course will be devoted to translation practice, both direct and reverse, i.e., from English into the students' preferred language (Catalan or Spanish) and from the students' language (CAT/ESP) into English. During these sessions, students will be required to present their work to the rest of the class and to engage in a respectful and constructive dialogue in order to discuss their translational choices. This course takes as methodological grounds that a) no translation can be completely flawless, b) two

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translators will produce different translations, and c) a wide variety of choices can be 'wrong' or 'right' depending on a number of factors (e.g. audience, purpose, style, etc.).

Assessment criteria Students will sit an in-class translation test at the end of semester. The text length and typology will be announced beforehand.

Final grade percentage: 40% with a minimum grade of 5

Assessment

Modality Assessment

Technique Short-answer tests (**recoverable**)

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 contents of the course.

Final grade percentage: 30%

Individual work

Modality Group or individual self-study

Technique Learning file (**non-recoverable**)

Description Individual study and reading, completion of pre-assigned translations and Campus Extens activities.

Assessment criteria Students will be asked to submit two translations (at times that will be agreed with the lecturer) during the semester.

Final grade percentage: 20%

Resources, bibliography and additional documentation

Basic bibliography

Alcaraz Varó, Enrique. 2007. *El inglés jurídico: textos y documentos*. Barcelona: Ariel.

Katan, D. 2004. *Translating cultures: An introduction for translators, interpreters and mediators*. Manchester: St Jerome.

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

Torresi, Ira. 2014. *Translating promotional and advertising texts*. Manchester: St Jerome.

Complementary bibliography

Alcaraz Varó, Enrique. 2006. *Diccionario de términos de turismo y de ocio : inglés-español ; Spanish-English*. Barcelona: Ariel.

Alcaraz Varó, Enrique; Hughes, Brian. 2007. *Diccionario de términos jurídicos: inglés-español, español-inglés*. Barcelona: Ariel.

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.

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

Carbonell i Cortés, O. 1997. *Traducir al otro. Traducción, exotismo, poscolonialismo*. Cuenca: Ediciones de la Universidad de Castilla-La Mancha.





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- Durán Muñoz, I. 2012. "Caracterización de la traducción turística: problemas, dificultades". *Revista de Lingüística Y Lenguas Aplicadas*, 7, 103–114.
- Hervey, S, Higgins, I. and Heywood, L. 1995. *Thinking Spanish Translation*. London and New York: Routledge
- 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.
- 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 Confort": 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.

