

66823 - English: Translation of institutional, journalistic and advertising texts

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	556 - Master's in Translation of Specialised Texts
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.
- Individual work.

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- Personal study.
- Assessment activities.

5.3.Program

Part 1. The translation of institutional texts

1.1. General introduction to the characteristics of institutional texts.

1.2. The translation of documents from public national, supranational (EU) and international institutions.

Part 2. The translation of journalistic texts

2.1 General introduction to the characteristics of journalistic texts.

2.2. Analysis and translation of journalistic genres: informative and opinion articles.

Part 3. The translation of advertising texts

3.1. General introduction to the characteristics of advertising texts.

3.2. Analysis and translation of printed advertising texts.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

BB

En torno a la traducción-adaptación del mensaje publicitario / Gloria Corpas Pastor, Adela Martínez García, Ma. Carmen Amaya Galván (coords.) Málaga : Universidad de Málaga, D.L. 2002

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- BB** Hernández Guerrero, M. José. Traducción y periodismo / M. José Hernández Guerrero Berna: Peter Lang, 2009
- BB** Montes Fernández, Antonia. Traducción y globalización: análisis y perspectivas del fenómeno publicitario / Antonia Montes Fernández Granada : Editorial Comarés, 2007
- BB** Translating for the European Union institutions / Emma Wagner, Svend Bech y Jesús Manuel Martínez London : Routledge, 2012
- BB** Valdés Rodríguez, M. Cristina. La traducción publicitaria: comunicación y cultura / M. Cristina Valdés Rodríguez Barcelona : Universidad Autónoma de Barcelona : Aldea Global, 2004
- BC** a. Translation in Global News / Esperança Bielsa y Susan Bassnett London & New York: Routledge, 2009
- BC** Crossing barriers and bridging cultures. The challenges of multilingual translation for the European Union / Arturo Tosi (ed.) Clevedon : Multilingual Matters, 2003
- BC** Duro Moreno, Miguel. Traducir publicidad o el arte de pasar hambre / Miguel Duro Moreno Granada: Editorial Comarés, 2001
- BC** El texto de opinión de la prensa escrita : su tratamiento en la traducción / Ana Sofía Ramírez, coordinadora Las Palmas de Gran Canaria : Universidad de Las Palmas, Servicio de Publicaciones, 2005
- BC** Koskinen, Kaisa. Translating institutions: an ethnographic study of EU Translation / Kaisa Koskinen Manchester: St Jerome, 2008
- BC** La traducción periodística / José M. Bustos Gisbert ... [et al.] ; coordinadoras, Carmen Cortés Zaborras, Ma. José Hernández Guerrero Cuenca : Universidad de Castilla-La Mancha, 2005
- BC** Torresi, Ira. Translating Promotional and Advertising Texts / Ira Torresi London : Routledge, 2010