هيئة تقويم التعليم والتدريب
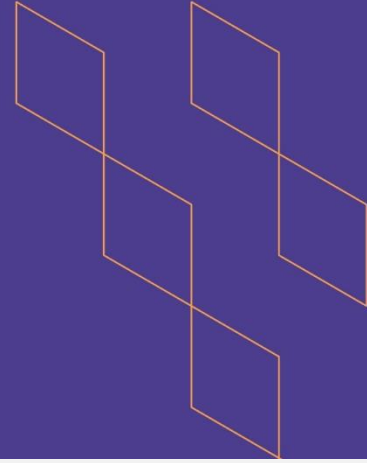Education & Training Evaluation Commission

Course Specification

Course Title: **Translation of Media Texts**

Course Code: **ENG26372**

Program: **BA, English Language**

Department: **Department of English**

College: **College of Arts**

Institution: **University of Bisha**

Version: **1444**

Last Revision Date: **8 March 2023**

Table of Contents:

A. General information about the course:

Course Identification	
1. **Credit hours:**	2

2. Course type					
a.	University ☐	College ☐	Department ☒	Track ☐	Others ☐
b.	Required ☒	Elective ☐			

3. Level/year at which this course is offered: 5-3

4. Course general Description

This course deals with the translation of media texts from Arabic into English and vice versa. It is designed to familiarize students with media style, format and features. In addition, it will enhance students' translation skills with respect to Arabic-English media translation and will further familiarize them with the socio-cultural, linguistic and technical dimensions that characterize this type of translation. It will also equip students with the necessary basic skills to enter the professional market as well as the knowledge to pursue further research in this field and other related fields. Students will be trained to tackle media translation issues encountered in their translation practice.

5. Pre-requirements for this course (if any): 26271ENG Introduction to Translation

6. Co- requirements for this course (if any):

7. Course Main Objective(s)

By the end of the course, learners will be able to:
 1. Identify media texts through acquiring analytical skills necessary in media translation.
 2. Select appropriate vocabulary/glossary and expressions relevant to media field in their translation and consult dictionaries when necessary.
 3. Use linguistic styles relevant to both Arabic and English languages.
 4. Translate media texts and news headlines from Arabic into English and vice versa.
 5. Apply the various practical translation strategies involved in the process of media translation to overcome translational problems.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	24	80%
2.	E-learning	6	20%
3.	Hybrid • Traditional classroom • E-learning		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Illustrate the use of dictionaries specialized in media fields.	K1	Lecturing Presentation Discussion Pair/Group Work Cooperative Learning	Quizzes Assignments Activities (Classroom or Online) Midterm Exam Final Exam
1.2	Identify media texts through acquiring analytical skills necessary for handling such discourse genre.	K2		
1.3	Recognize the linguistic styles in translating media texts between Arabic and English	K3		
2.0	Skills			
2.1	Apply appropriate vocabulary when translating media texts.	S1	Lecturing Task based activities. Presentation Discussion Pair/Group Work Flipped Classroom Eclectic Method	Quizzes Assignments Activities (Classroom or Online) Midterm Exam Final Exam
2.2	Demonstrate efficient translation of media texts from Arabic into English and vice versa.	S2 S3		
2.3	Apply appropriate translation methods and strategies used for translating media texts	S4		
3.0	Values, autonomy, and responsibility			

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.1	Compose translation tasks individually and in groups.	V1	Lecturing Demos Presentation Pair/Group Work. Task based activities. Eclectic methods Discussion	Quizzes Assignments Activities (Classroom or Online) Midterm Exam Final Exam
3.2	Investigate translation problems when translating media texts.	V2 V3		
3.3	a-Integrate the Internet and different applications to help in translation. b-Develop proficiency of English language in translation of media texts.	V4		

C. Course Content

No	List of Topics	Contact Hours
1.	-Orientation and introduction - The importance and results of translation.	3
2.	- Features of English news headlines. - Syntactic features. - Lexical features.	3
3	-Features of Arabic news headlines. -Syntactic features. -News characteristics.	3
4.	Translation of Arabic media vocabulary (glossary/ terms/words) into English and vice versa.	3
5.	Translation of media news headlines from newspapers, TV, and radio from Arabic into English and vice versa.	3
6.	Translation of media texts in different areas from Arabic into English and vice versa.	3

7.	Translation of natural disasters media texts from Arabic into English and vice versa.	3
8.	Translation of business and economic texts from English into Arabic and vice versa.	3
9.	Translation of diplomatic and political media texts from English into Arabic and vice versa.	3
10.	Revision	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	-----	10%
2.	Midterm	6-7	20%
3.	Activities (class / online)	-----	10%
4.	Assignments	-----	5%
5.	Participation	-----	5%
6.	Final Exam	11th	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	1.**Altarabin Mahmoud (2020) On Translating Arabic and English Media Texts: A Coursebook for Undergraduate. Cambridge: Cambridge scholars publishing.**
	-**Part1: (All)**
	-**Part2: Diplomacy**
	-**Part4: Business and economy**
	-**Part8: Natural disasters**
	2- **Akbar Mohammad (2012) Media Translation. Cambridge: Cambridge Scholars Publishing.**
	-**Chapter1:**
	-**1.5 The Importance and Results of Translation.**
	-**1.6 Media Translation**
	-**Practical Applications**
	   (Only some selected media texts
	   translation from Arabic into English and vice versa).

Supportive References	1.Alkhuli, Muhammad A. (2008). Mass-Media Translation: From English into Arabic. Dar Alfalah Publishing House. Amman, Jordan. 2.**Selected materials from different areas related to media texts** **translation.**
Electronic Materials	Sources available online via http://saudi.digitallibraryplus.com/ www.arabtranslators.org www.atida.org News sites, wikis, online dictionaries, online encyclopedias, etc.
Other Learning Materials	**Any interested areas of media texts translation.**

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Well-equipped classroom with a smart board, data show.
Technology equipment (projector, smart board, software)	Electronic whiteboards, movable whiteboards, projector, and educational software, cables to connect laptops to projectors and either speakers or CD players for audio educational materials.
Other equipment (depending on the nature of the specialty)	High-speed internet and intranet connections.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	• Students • Teacher • Program Coordinator • Peer Reviewers	• Questionnaires. • Direct feedback. • Peer reviews reports. • Class observations and reviews. • Annual staff reports. • Course and program reports.
Effectiveness of students assessment	• Teacher • Program Coordinator	• Questionnaires • Direct feedback. • Peer reviews reports. • Class observations and reviews. • Annual staff reports. • Course and program reports. • Exam paper evaluation
Quality of learning resources	• Teacher • Program Coordinator	• Questionnaire. • Course and program reports.
The extent to which CLOs have been achieved	• Teacher • Program Coordinator	• Exam results analysis. • Course and program reports.
Effectiveness of improvement plans	• Teacher • Program Coordinator	• Course and program reports.

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	