

Academic year	2018-19
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	Second semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Gabriel Roberto Dols Gallardo gabriel.dols@uib.cat	15:00	16:00	Tuesday	11/09/2018	05/02/2019	AB09 / Ramon Llull
	14:00	15:00	Wednesday	13/02/2019	03/07/2019	AB09 / Ramon Llull

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. In particular, students will be asked to use translation memory software as part of their weekly work.

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:

- a) 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.
- b) 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.
- c) Tenir 45 anys o més en la data d'inici de l'any acadèmic.
- d) Estar en situació de protecció a la família o haver de tenir cura de persones dependents.
- e) Tenir la condició d'esportista d'alt nivell o d'alt rendiment.
- f) 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.
- g) 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, as well as use specific computer applications in the field of study (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) .

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
 - 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
 - * translation memory software
 - * *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
4. Basics of Interpretation
 - 4.1. Overview of simultaneous and consecutive interpreting
 - 4.2. Tourist tours and/or museum visits*Practice texts:* actual tours and/or visits to museums

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.	19
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.	20
Practical classes	Visits	Large group (G)	3 hours will be devoted to go on an actual guided tour around the city and/or a visit to a museum, where students will be asked to take good note of all A language materials so as to replicate them in English during a later 3-hour session, under assessment.	6
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. 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

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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.
- 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.

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "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".

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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 pathway A

Final grade percentage: 0% for pathway 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 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: 20% for pathway A

Final grade percentage: 30% for pathway B

Visits

Modality	Practical classes
Technique	Real or simulated task performance tests (non-retrievable)
Description	3 hours will be devoted to go on an actual guided tour around the city and/or a visit to a museum, where students will be asked to take good note of all A language materials so as to replicate them in English during a later 3-hour session, under assessment.
Assessment criteria	The students will go on a guided tour or visit a museum (to be determined at the beginning of the course) where they will take notes of any materials in Spanish. On a later date they will be asked to replicate the experience in English in circumstances as close to the original as possible (depending on the number of students, availability of facilities, etc.)

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They will be expected to apply everything they have learnt during the course, not only about translation itself, but also about intercultural communication and interpretation.

Final grade percentage: 25% for pathway A

Final grade percentage: 0% for pathway 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: 30% for pathway A

Final grade percentage: 40% for pathway 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 pathway A

Final grade percentage: 30% for pathway B

Resources, bibliography and additional documentation

Basic bibliography

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

Singh, Nitish, and Arun Pereira. 2012. *The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace*. New York: Routledge

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

Complementary bibliography

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

Baker, M. 2011. *In Other Words: A coursebook on translation* (2nd ed.). New York: Routledge.



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- Campbell, S. (1998). *Translating into the Second Language*. London and New York: Pearson.
- 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.
- 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.
- Palusci, O., & Francesconi, S. (Eds.). 2006. *Translating Tourism. Linguistic /cultural representations*. Trento: Università degli Studi di Trento.
- 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.
- Pöschhacker, F. 2003. *Introducing Interpreting Studies*. London and New York: Routledge.
- 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.