

## English for Specific Purposes: Translation and Transcreation (A005823)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0** **Study time 90 h**

### Course offerings in academic year 2024-2025

A (semester 2) (language of instruction Gent unknown)

### Lecturers in academic year 2024-2025

Baeyens, An	LW22	staff member
Van Liefferinge, Joeri	LW22	lecturer-in-charge

### Offered in the following programmes in 2024-2025

	<b>crdts</b>	<b>offering</b>
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, French)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, German)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Italian)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Language Technology)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Russian)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Spanish)</a>	3	A
<a href="#">Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Turkish)</a>	3	A
<a href="#">Linking Course Master of Arts in Multilingual Communication: a combination of at least two languages</a>	3	A
<a href="#">Linking Course Master of Arts in Translation: a combination of at least two languages</a>	3	A
<a href="#">Preparatory Course Master of Arts in Translation: a combination of at least two languages</a>	3	A

### Teaching languages

English

### Keywords

### Position of the course

Translation and transcreation EN>NL builds on competences acquired in N2VT (Translation English>Dutch, BA2) and courses on applied language studies, translation technology, writing in Dutch, and British and American culture/history. Students gain more insight into language industry standards and translate and transcreate authentic texts for various target audiences and with different purposes.

### Contents

Various translation strategies for specific problems, source texts, and target audiences are discussed. Students learn to reformulate focusing on the target audience or the purpose of the translation. They learn to identify style and rhetoric figures in English and are stimulated to reflect on the text and the effect it has on the reader. Students also learn to use heuristic tools appropriately, and to decide autonomously which tools are best suited for the purpose of the text, based on the subject matter, file type, translation process, and deliverables. This component also focuses on aspects of copywriting, transcreation, cultural transfer, aspects of localization, and the place and potential influence of the translator on the value

chain of an end product.

### **Initial competences**

The final objectives of the various second bachelor English and Dutch courses, especially N2VT.

### **Final competences**

- 1 Mastering Dutch at professional mother-tongue level with regard to both comprehension and writing;
- 2 Knowledge and understanding of source text comprehension, identification of translation problems and problems in source texts, knowledge and understanding of translation strategies, the application of translation strategies, knowledge and understanding of target-text production, recognising culture-specific elements, rendering culture-specific elements;
- 3 Be able to adequately interpret and analyse written communication and oral/audiovisual communication;
- 4 Be able to independently translate texts of average difficulty from English into Dutch, being faithful to the content of the source;
- 5 Have knowledge of relevant dictionaries and reference works, be able to use them adequately and efficiently, and be able to critically evaluate them;
- 6 Have knowledge of relevant electronic aids, be able to use them adequately and efficiently, and be able to critically evaluate them.
- 7 Creative and critical thinking and reasoning;
- 8 Possess knowledge and understanding related to the transfer of meaning.

### **Conditions for credit contract**

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Seminar

### **Extra information on the teaching methods**

3 groups  
2 consecutive slots/week/group  
9 weeks

### **Study material**

None

### **References**

### **Course content-related study coaching**

### **Assessment moments**

continuous assessment

### **Examination methods in case of periodic assessment during the first examination period**

Assignment

### **Examination methods in case of periodic assessment during the second examination period**

Written assessment with open-ended questions

### **Examination methods in case of permanent assessment**

Assignment

### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

### **Extra information on the examination methods**

Continuous assessment in the form of two or more translation tasks (individual or group tasks).

The second examination period consists of an on-campus translation exam.

### **Calculation of the examination mark**

