Course Specification

Course Title: Media Translation ١ Course Code: : PRA٢٠٣	Program: Public Relations & Advertising Level: Second level Semester: First Semester - Second Semester
Major: Public Relations & Advertising	Number of study units: ٣ Theoretical: (٢) Practical: (٢)

● **Intended Learning Outcomes (ILOs):**

a. Information and concepts: A/١ Learn about translation theories. A/٢ Learn about the different origins and methods of translation. A/٣ List the most common foreign news terms. A/٤ Identify the types of news texts in the field of public relations and advertising, and translate them. A/٥ Identify the types of news headlines in the field of public relations and advertising, and translate them.

B. Intellectual skills: B\١ Analysis of news texts. B\٢ Distinguishing between headlines and news stories. B/٣ Discussing news translation.

C. Professional & practical skills: C/١ Comparing the different translations. C/٢ Evaluation of the various news translations. C/٣ Application through translating news texts from English to Arabic.
C/٤ Application through producing media materials translated into English in the field of public relations and advertising.

D. General skills: D/١ Working in a team. D/٢ Using the Internet to search for news and current events and translating them.

● **Course content:**

١- Introduction to the art of translation. ٢- Translation Theories. ٣- Different translation methods and mechanisms. ٤- Getting to know the most common news terms. ٥ & ٦- Translating news headlines.
٧- Midterm exam. ٨- Translation of news headlines part ٣. ٩ & ١٠- Translation of news stories.
١١- Producing media materials translated into English. ١٢ & ١٣- practical application. ١٤- Revision of all previous. ١٥- Final exam.

● **Teaching and learning methods:**

١- Theoretical lectures. ٢- Self-learning. ٣- E-learning. ٤- Presentations. ٥- Discussions. ٦- Working in groups.

● **Student assessment method:**

١-Mid-Semester Written Exam. ٢- Tuition costs. ٣- Discussion and Participation. ٤- Written exam at the end of the semester.