



**FACULTY OF LANGUAGES AND TRANSLATION**  
**BACHELOR OF ARTS IN CHINESE-ENGLISH TRANSLATION AND INTERPRETATION**  
**LEARNING MODULE OUTLINE**

Academic Year	2023/2024	Semester	2
Module Code	TRAN4111-421/422/423		
Learning Module	Translation for the Media		
Pre-requisite(s)	Nil		
Medium of Instruction	English/Chinese		
Credits	3	Contact Hours	45 hrs
Instructor	Jiang Xiaohua	Email	xhjiang@mpu.edu.mo
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**MODULE DESCRIPTION**

This learning module provides a basic practical training of mass media translation from English into Chinese and vice versa, as well as an understanding of the theoretic and practical issues on English news writing. It aims to equip students with the basic techniques of news reporting and writing by presenting the basic paradigms of various types of news writing. It offers intensive training for students in the translation of newspaper and magazine articles which include news stories, features and commentaries on current affairs covering a wide range of topics, such as economics, politics, culture, military, education, sports and entertainment, etc.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	Understand the basic skills of translating for the media;
M2.	Perform mass media translation tasks with acceptable accuracy and speed;
M3.	Understand the techniques of English news writing and reporting;
M4.	Have a better understanding of the relations between translation theories and practice.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4
P1. Knowledge and skills of translation and interpreting in the areas of public administration, tourism, commerce and mass media;	✓	✓		✓
P2. Knowledge of translation theories, critical understanding of translation and interpreting;	✓	✓	✓	✓



P3. Knowledge and skills of both Chinese and English as language professionals;	✓	✓	✓	✓
P4. Knowledge of cross-cultural communication;	✓		✓	
P5. Master Chinese-English translation and interpreting skills, strategies and technologies;			✓	
P6. Apply Chinese and English writing competence into translation practices;				
P7. Apply knowledge of languages and translation studies into bi-lateral translation practices between English and Chinese;		✓	✓	✓
P8. Apply strategies and techniques in public speaking, consecutive and simultaneous interpreting;		✓	✓	✓
P9. Gain cross-cultural awareness in translation and interpreting practices;		✓	✓	✓
P10. Obtain basic research abilities.				

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	<b>News Story Structure and Translation (Introduction)</b> 1. Lexical features of news English 2. Structure of news English 3. Features of headline and news lead 4. In-class translation exercise	3
2	<b>News Titles and Translation Strategies</b> 1. The function of titles 2. The classification of titles 3. Lexical features of news titles 4. In-class translation exercise	3
3	<b>Linguistic Features of Headlines and Translation Strategies</b> 1. Linguistic Features of Headlines: 1) Tenses; 2) Voices; 3) Omission; 4) Punctuations; 5) Wording; 6) Rhetoric 2. The difference between Chinese and English in news headlines 3. Translation strategies 4. In-class translation exercise	3
4	<b>News lead</b> 1. Definition of news lead 2. Functions of news lead 3. Elements in news lead 4. Classification of news lead 1) Summary lead 2) Narrative lead 3) Contrast lead 4) Question lead 5) Quotation lead 5. In-class translation exercise	3
5	<b>Mass media translation: comments and analyses</b> Material: I Do. Here's Why (我愿意结婚的理由)	3



6	<b>Grammatical Features of Newspaper English</b> 1. Flexible usages of tense 2. Frequent Usages of Passive Voice 3. Sentence Pattern in Variety 4. Translation techniques 5. Material: Divorce (离婚问题)	3
7	<b>Mass media translation: comments and analyses</b> Material: The New Gender Divide At Colleges, Women Are Leaving Men in the Dust (男女大不相同: 大學女生遙遙領先, 男生望塵莫及)	3
8	<b>Mass media translation: comments and analyses</b> Material: Our Beauty Bias is Unfair (我們的審美偏見是不公平的)	3
9	<b>Textual Features of English News</b> 1. Cohesion 2. Coherence 3. Intentionality 4. In-class translation exercise	3
10	<b>Mass media translation: comments and analyses</b> Less Vegas: The Casino Town Bets on a Comeback(拉斯維加斯: 賭城賭明天)	3
11	<b>English Feature Story and Translation Strategies</b> 1. Classification of Feature Story 1)Social feature story 2)Event feature story 3)Personal Profile 2. In-class translation exercise	3
12	<b>Mass media translation: comments and analyses</b> Exporting the Fun (輸出快樂)	3
13	<b>Mass media translation: comments and analyses</b> Material: 澳門 80 後 富裕卻不快樂(Macao Post-80s Generation: Rich but not Happy)	3
14	<b>Review and Discussion</b>	3
15	<b>Examination</b>	3

### TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Lectures and group discussions	✓	✓	✓	✓
T2. In-class and out-of-class practice and workshops	✓	✓	✓	✓



T3. Knowledge- and practice- based assignments and tests	✓	✓	✓	✓
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## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Class performance and attendance	15%	M1-M4
A2. In-class training	15%	M1-M4
A3. Assignments	30%	M1-M4
A4. Final exam	40%	M1-M4

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

## MARKING SCHEME

**Excellent:** Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.

**Very Good:** Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.

**Good:** Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.

**Satisfactory:** Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.

**Pass:** Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.

**Fail:** Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.

## REQUIRED READINGS

Teaching materials will be drawn from a range of publications in the field of interpreting. No single textbook will be used.



## REFERENCES

- Schaeffner, C. (2010). *Political Discourse, Media and Translation*. Cambridge Scholars Publishing.
- Bielsa, E. & Bassnett, S. (2011). *Translation in Global News*. Shanghai Foreign Language Education Press, v.1.
- Zanettin, F. (2021). *News Media Translation*. Cambridge University Press.
- 陳樹培.(2014). 《英漢新聞翻譯常見錯誤》，北京：中國國際廣播出版社.
- 李德鳳.(2009). 《新聞翻譯》，香港大學出版社.
- 朱伊革.(2008). 《英語新聞的特點與翻譯》，上海交通大學出版社.

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).