

**SPT 3805**  
**Spanish Translation and Interpretation for**  
**Mass Communication**  
**Fall 2017**  
**Dpt. of Modern Lges. and Literatures**



**Tuesdays and Thursdays, 3pm to 4:15pm**  
**CNH (Colbourn Hall), room 0204**

Instructor:	Dr. Francisco José Fernández Rubiera
Office location:	CNH-519 (Colbourn Hall)
Telephone:	None
Email:	<a href="mailto:rubiera@ucf.edu">rubiera@ucf.edu</a>
Office hours:	Wednesday 10:30-1:30, Thursday 4:30-6:30; <u>by appointment only</u>

**Course prerequisites:** SPN 3420. If prerequisite not met, instructor must approve your enrollment in this course! Make sure you discuss this issue with your instructor!

**Undergraduate catalog course description:** Translation and interpretation in mass communication using all forms of Media.

**Textbook:** None! But students will be required to go over the assigned readings posted on WebCourses before coming to class.

**Goal:** This course explores different forms of media translation while posing questions about the role of translation in today's global and digitalized world. It aims to provide students with a grounding in the functioning of audiovisual translation (dubbing, subtitling, voice-over) and translation technology (e.g., localization), while helping them develop critical awareness of the wider cultural and ideological implications of media translation.

**Course objectives:** This course has the following objectives:

1. Familiarize oneself with the practices and functions of translation in global media communication.
2. Understand how media and translation frameworks can help shed light on selected translation forms and practices.
3. Analyze and critically assess the linguistic, and discourse features of media texts.
4. Evaluate the cultural and ideological implications of media translation.

<b><u>Evaluation criteria:</u></b>	1. Quizzes (x5)	25%
	2. Attendance and participation	15%
	3. Midterm exam	30%
	4. Final exam	30%
	5. Extra credit	3%
		= TOTAL 103%

## Comments regarding the evaluation criteria for this course:

1. **Quizzes (25%):** There will be five quizzes during the semester, dates included in the tentative schedule below. Per departmental policy, no make-ups will be granted, unless proper documentation is provided and consent of instructor obtained.
2. **Attendance and participation (15%):** All students are required to come prepared to class and to participate actively during the discussions and in-class activities. Just attending the class does not entail a good participation grade. Attendance is mandatory. Only one absence is permitted in this course, after which a 5% of the final grade will be deducted for each subsequent absence. Students with 3 or more absences will have automatically an "F" in the course as their final grade. Arriving late or leaving early is also considered an absence. If a student has any problem (at school, of personal nature, etc.), it is his/her responsibility to make the instructor aware as soon as possible in order to find a potential solution.
3. **Midterm exam (30%):** The midterm exam will take place on **October 12<sup>th</sup>**, and it will include the information from all the materials that have been discussed and covered in class for the first three topics.
4. **Final exam (30%):** The final exam will be comprehensive and will include all the materials that have been covered in class. The final exam will be on Thursday, **December 7<sup>th</sup>, from 1 to 3:50pm in our classroom**.
5. **Extra credit (3%):** The contents of this syllabus will only be discussed during the first week of classes. Thereafter, the instructor will not discuss any aspect related to the contents found herein. Each student is required to send either an email ([rubiera@ucf.edu](mailto:rubiera@ucf.edu)) or a message through Canvas, deadline **August 29<sup>th</sup>**, stating that s/he has read, understood and abides by the contents included in this syllabus. Doing so will grant the student a 3% of extra credit. NOTE: No credit will be given if the email is sent at a later date than August 29<sup>th</sup>.

<b>Grade scale:</b>	
100% - 93%: A	76.9% - 73%: C
92.9% - 90%: A-	72.9% - 70%: C-
89.9% - 87%: B+	69.9% - 67%: D+
86.9% - 83%: B	66.9% - 63%: D
82.9% - 80%: B-	62.9% - 60%: D-
79.9% - 77%: C+	59.9% - 0%: F

## Important information:

### Academic Honesty:

Plagiarism and cheating of any kind on an examination, quiz, or assignment may result in an "F" for that assignment, may (depending on the severity of the case) lead to an "F" for the entire course, and may be subject to appropriate referral to the [Office of Student Conduct](#) for further action. See the [UCF Golden Rule](#) for further information. Your instructor will assume for this course that you will adhere to the academic creed of the University and will maintain the highest standards of academic integrity. Your instructor will not bend or break rules for one person that will not apply to everyone.

The use of electronic translators or human assistance to complete your work is a violation of UCF's academic honesty policy. If you have any doubts about what is acceptable assistance and what is not, please ask your instructor.

Any work submitted that contains phrases, structures, or tenses not studied in the course or that in any way indicates that electronic or human assistance has been used may result in an F for the assignment, an F for the course, and referral to UCF's Office of Student Conduct.

You are responsible for familiarizing yourself with these rules of conduct and abiding by their precepts.

### **Accessibility Statement:**

The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need accommodations in this course must contact the professor at the beginning of the semester to discuss needed accommodations. No accommodations will be provided until the student has met with the professor to request accommodations. Students who need accommodations must be registered with [Student Accessibility Services](#), before requesting accommodations from the professor.

It is my goal that this class be an accessible and welcoming experience for all students, including those with disabilities that may impact learning in this class. If anyone believes the design of this course poses barriers to effectively participating and/or demonstrating learning in this course, please meet with me (with or without a Student Accessibility Services (SAS) accommodation letter) to discuss reasonable options or adjustments. During our discussion, I may suggest the possibility/necessity of your contacting SAS (Ferrell Commons 185; 407-823-2372; [sas@ucf.edu](mailto:sas@ucf.edu)) to talk about academic accommodations. You are welcome to talk to me at any point in the semester about course design concerns, but it is always best if we can talk at least one week prior to the need for any modifications.

The instructional media and materials for this class are accessible to students with disabilities. Students who are having difficulty accessing them should contact the faculty member.

### **Copyright:**

This course may contain copyright protected materials such as audio or video clips, images, text materials, etc. These items are being used with regard to the [Fair Use doctrine](#) in order to enhance the learning environment. Please do not copy, duplicate, download or distribute these items. The use of these materials is strictly reserved for this classroom environment and your use only.

### **Financial Aid Statement:**

As of Fall 2014, all faculty are required to document students' academic activity at the beginning of each course. In order to document that you began this course, please complete **Assignment #1** in WebCourses by the end of the first week of classes or as soon as possible after adding the course, but no later than **Friday, August 25<sup>th</sup>, by 5 pm**. **Failure to do so may result in a delay in the disbursement of your financial aid.**

### **Title IX:**

[Title IX](#)'s implementing regulation provides that no person shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any

education program or activity receiving federal financial assistance. The University receives federal financial assistance, so Title IX applies to UCF's programs – and, by extension, provides protections to UCF students.

### WebCourses (a.k.a. Canvas):

[WebCourses](#) is an online course management system (accessed through [my.ucf.edu](http://my.ucf.edu) and then the "Online Course Tools" tab) which will be used as a medium for turning in assignments and a forum for communicating with your teammates and your instructor. Under the "Discussion" section, you will have a designated forum section. My recommendation is to check WebCourses every day for updates from your teammates or myself.

### Withdrawal from course:

According to UCF's academic calendar, the withdrawal deadline for Fall 2017 is Monday, **October 30<sup>th</sup>**, 2017 @ 11:59 pm.

#### Calendario de trabajo tentativo

<u>Fecha</u>	<u>Tema(s)</u>
22 de agosto	<u>Presentación del curso y sus integrantes</u> Introducción a Tema 1: <u>Traducción en los medios de comunicación: un mundo globalizado</u>
24 de agosto	<u>Traducción en los medios de comunicación: un mundo globalizado I</u> <b>Lectura:</b> Cattrysse, P. (2001). Multimedia & Translation: Methodological Considerations. In Y. Gambier and H. Gottlieb (Eds.), <i>(Multi) Media Translations</i> (pp.1-12). Amsterdam, Netherlands: John Benjamins Publishing.
Recordatorio:	Envío de correo electrónico para 3% crédito extra Tarea #1 en WebCourses (Financial Aid)
29 de agosto	<u>Traducción en los medios de comunicación: un mundo globalizado II</u> <b>Lectura:</b> Remael, A. (2001). Some Thoughts on the Study of Multimodal and Multimedia Translation. In Y. Gambier and H. Gottlieb (Eds.), <i>(Multi) Media Translations</i> (pp.13-22). Amsterdam, Netherlands: John Benjamins Publishing.

31 de agosto	No hay clase: Football gameday
5 de septiembre	<u>Traducción en los medios de comunicación: un mundo globalizado III</u> <b>Lectura:</b> Cronin, M. (2003). Translation and Globalization (pp.8-41). New York, NY: Routledge.
7 de septiembre	*****Prueba #1*****
12 de septiembre	<u>Tema 2: Traducción audiovisual: doblaje y subtitulado</u> <b>Introducción</b>
14 de septiembre	<u>Traducción audiovisual: doblaje y subtitulado II</u> <b>Lectura:</b> Pettit, Z. (2004). The Audio-Visual Text: Subtitling and Dubbing Different Genres. <i>Meta: journal des traducteurs / Meta: Translators' Journal</i> , 49(1), 25-38. doi: 10.7202/009017ar
19 de septiembre	<u>Traducción audiovisual: doblaje y subtitulado III</u> <b>Lectura:</b> Pettit, Z. (2004). The Audio-Visual Text: Subtitling and Dubbing Different Genres. <i>Meta: journal des traducteurs / Meta: Translators' Journal</i> , 49(1), 25-38. doi: 10.7202/009017ar
21 de septiembre	*****Prueba #2*****
26 de septiembre	<u>Tema 3: Traducción comercial</u> <b>Introducción</b>
28 de septiembre	<u>Traducción comercial II</u> <b>Lectura:</b> De Mooij, M. (2004). Translating Advertising. Painting the Tip of an Iceberg. <i>The Translator</i> , 10(2), 179-198.
3 de octubre	<u>Traducción comercial III</u> <b>Lectura:</b>

	De Mooij, M. (2004). Translating Advertising. Painting the Tip of an Iceberg. <i>The Translator</i> , 10(2), 179-198.
5 de octubre	****Prueba #3****
10 de octubre	Repaso general de contenidos
12 de octubre	****EXAMEN PARCIAL****
17 de octubre	<u>Tema 4: Globalización y traducción de las noticias</u> <b><u>Introducción</u></b>
19 de octubre	<u>Globalización y traducción de las noticias II</u> <b><u>Lectura:</u></b> Bielsa, E. (2016). News translation: global or cosmopolitan connections?. <i>Media, Culture &amp; Society</i> , 38(2), 196-211. doi: 10.1177/0163443715613635
24 de octubre	<u>Globalización y traducción de las noticias III</u> <b><u>Lectura:</u></b> Bielsa, E. (2016). News translation: global or cosmopolitan connections?. <i>Media, Culture &amp; Society</i> , 38(2), 196-211. doi: 10.1177/0163443715613635
26 de octubre	****Prueba #4****
31 de octubre	<u>Tema 5: La traducción de la tecnología</u> <b><u>Introducción</u></b>
2 de noviembre	<u>La traducción de la tecnología II</u> <b><u>Lectura:</u></b> Pym, A. (2004). The Moving Text: Localization, translation, and distribution (pp.1-28). Amsterdam, Netherlands: John Benjamins Publishing.
7 de noviembre	<u>La traducción de la tecnología III</u> <b><u>Lectura:</u></b> Pym, A. (2004). The Moving Text: Localization, translation, and distribution (pp.1-28).

	Amsterdam, Netherlands: John Benjamins Publishing.
9 de noviembre	*****Prueba #5*****
14 de noviembre	<u>Tema 6: La ética en la traducción</u> <b><u>Introducción</u></b>
16 de noviembre	<u>La ética en la traducción II</u> <b><u>Lectura:</u></b> Pym, A. (November, 2003). Translational ethics and electronic technologies. Paper delivered at the VI Seminário de Tradução Científica e Técnica em Língua Portuguesa A Profissionalização do Tradutor. Conducted at the meeting of the Fundação Calouste Gulbenkian, Lisbon, Portugal
21 de noviembre	<u>La ética en la traducción III</u> <b><u>Lectura:</u></b> Pym, A. (November, 2003). Translational ethics and electronic technologies. Paper delivered at the VI Seminário de Tradução Científica e Técnica em Língua Portuguesa A Profissionalização do Tradutor. Conducted at the meeting of the Fundação Calouste Gulbenkian, Lisbon, Portugal
23 de noviembre	ACCIÓN DE GRACIAS: NO HAY CLASE
28 de noviembre	<u>Repaso final I</u>
30 de noviembre	<u>Repaso final II</u>
7 de diciembre	**** EXAMEN FINAL **** 1:00pm-3:50pm

**Asociaciones:**

<http://atanet.org/index.php>