

وزارة التعليم العالي والبحث العلمي جهاز
الإشراف والتقويم العلمي
دائرة ضمان الجودة والاعتماد الأكاديمي

أستمارة وصف البرنامج الأكاديمي للكليات و المعاهد للعام الدراسي ٢٠٢٤ / ٢٠٢٥

الجامعة : جامعة شط العرب الاهلية
الكلية / المعهد : الآداب
القسم العلمي : اللغة الإنكليزية
تاريخ ملء الملف : 2024/9/ 1

التوقيع : 

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التاريخ: 2024/9/ 1

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التاريخ: 2024/9/ 1



دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م. منى عبد العباس

التاريخ : 2024/9/ 1

التوقيع





مصادقة السيد العميد
أ.م.د. عادل مالك خنفر

Course Description

Course Description

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he/she has made the most of the available learning opportunities. They must be match to the description of the programe.

1. Educational Institution	Shatt Al-Arab University			
2. Scientific Department / Center	Department of English			
3. Course name/code	Media Translation			
4. Programme(s) to which it contributes	Third Year of Media Translation			
5. Available forms of attendance	Lecture			
6. Semester/Year	2024/2025			
7. Number of study hours (total)	60 hours	Number of hours per week		
		theoretical	practical	Total
		2		2
8. Date of preparation of this description	6 – 8 - 2025			
9. Course Objectives: 1. Develop Proficiency in Translating Media Texts 2. Enhance Cultural and Contextual Awareness 3. Apply Translation Strategies and Theories 4. Strengthen Critical Thinking and Ethical Judgment				

10.Course Outcomes and Teaching Methods, Learning and Evaluation

A

A1. Produce Accurate and Culturally Sensitive Translations

A2. Analyze and Interpret Media Discourse

A3. Utilize Translation Tools and Techniques

A4. Evaluate Ethical and Professional Challenges in Media Translation

B. Subject-specific skills

B1. Media Text Translation Proficiency: Ability to accurately translate journalistic and broadcast texts between English and Arabic, maintaining clarity, tone, and communicative intent.

B 2. Cultural and Contextual Adaptation: Skill in identifying and adapting culturally specific references, idioms, and expressions to suit the target audience and media platform.

B 3. Critical Analysis of Media Discourse: Competence in analyzing media texts for bias, framing, and rhetorical strategies, and reflecting that analysis in translation choices.

C. Thinking Skills

C 1. Analytical Thinking: Breaking down media texts to understand structure, tone, bias, and communicative intent before translating.

C 2. Critical Thinking: Evaluating the reliability, objectivity, and ethical implications of media content during translation.

C 3. Creative Thinking: Finding innovative ways to adapt idioms, cultural references, and stylistic elements for the target audience.

C 4. Problem-Solving: Addressing challenges such as ambiguous language, cultural gaps, or technical constraints in translation tasks.

Teaching and learning methods

1. Text-Based Workshops: Interactive sessions where students collaboratively translate and critique real media texts (e.g., news articles, editorials, interviews), fostering peer learning and analytical thinking.

2. Simulated Translation Projects: Assignments that imitate professional translation tasks—such as subtitling a news clip or translating a press release—help students apply skills in realistic contexts.

3. Case Studies and Media Analysis: Use of authentic media case studies to explore cultural, political, and ethical dimensions of translation, encouraging critical reflection and discussion.

4. Blended Learning with Digital Tools: Integration of online platforms, CAT tools, and multimedia resources to support flexible learning and expose students to industry-standard technologies.

Evaluation Methods

1. Translation Assignments
2. In-Class Practical Tests
3. Portfolio Assessment
4. Oral Presentation

13- Course improvement Plan

- a) Update Curriculum with Contemporary Media Content: Incorporate current news articles, digital media, and social platforms to reflect evolving language and journalistic styles.
- b) Integrate Translation Technology Training: Introduce students to CAT tools, subtitling software, and online glossaries to enhance digital literacy and professional readiness.
- c) Enhance Cultural Competency Modules: Expand lessons on cross-cultural communication and media ethics to improve contextual sensitivity in translation.
- d) Increase Practical and Experiential Learning: Include live translation simulations, guest speakers from the media industry, and collaborative projects to bridge theory and practice.
- e) Implement Continuous Assessment and Feedback: Use formative assessments, peer reviews, and instructor feedback to monitor progress and support skill development throughout the course.

11. Course Structure

We ek	No of H ou rs	Required Learning Output	Title of Subject	Teaching Method	Evaluation
1	2	Understand the meaning, types, and role of translation in cross-cultural communication.	Concept and Definition of Translation: Introductory lecture group discussion on students' translation experiences	Group discussion on students' translation experiences	Short quiz + essay question on the concept of translation
2	2	Recognize the importance of translation in transferring knowledge, culture, and information. translations	Benefits of Translation	Case studies of impactful global	Individual oral presentation on the benefit of translation in a specific field
3	2	Identify key translation strategies: literal, semantic, and creative.	Translation Strategies	Analyze different translations of the same text and compare strategies	Practical exercise: translate one text using multiple strategies
4	2	Distinguish between literary, legal, media, and other types of translation.	Types of Translation	Group workshop to classify various texts by translation type	Applied test to match texts with appropriate translation types
5	2	Master the basics of translating general texts with clarity and balance	Conditional Sentence Translation, Political Terminology	Practice translating general texts (ads, reports, instructions)	. Short translation task assessed for accuracy and fluency
6	2	=	Translation of the verb "witness", sentence-level exercises, compound/complex sentence translation, text-level translation, general text translation	=	=
7	2	=	Practical Group work Translation	=	=
8	2	=		=	=
9	2	=		=	=

10	2	=		=	=
11	2	=		=	=
12	2	=		=	=
13	2	=		=	=
14	2	=		=	=
15	2	=		=	=
16	2	Understanding the Composition of the News Report	Structure of the News Article	Analyze examples and translation exercises	In-class translation + homework: translate 5 headlines and analyze their style
17	2	Identify headline features and their role in attracting readers; translate	News Report Elements: Headline	accurately Analyze global headlines and translate them using various styles (direct - catchy - cultural) headlines	In-class translation + homework: translate 5 headlines and analyze their style
18	2	Understand the function of the lead paragraph and produce clear translations Study various leads and techniques for translating them into Arabic In-class translation of two leads + homework: translate a lead from an international news item and analyze its structure	News Report Elements: Lead Paragraph	Study various leads and techniques for translating them into Arabic	Arabic In-class translation of two leads + homework: translate a lead from an international news item and analyze its structure

19	2	Distinguish between news and cultural contexts and their impact on translation.	News Report Elements: Context	choices Read multiple media texts and discuss how context affects translation	In-class activity: translate a paragraph in different contexts + homework: translate the same text in three context-based styles
20	2	Understand the integration of headline, lead, context, and body in constructing a news message	Relationship Between News Report Elements	Analyze a full news report and identify the role of each element	Group translation of a full report + homework: write a reflective critique on element coordination
21	2	Recognize journalistic language features (conciseness, directness, objectivity) and their impact on translation	Features of Journalistic Language	Study media texts focusing on linguistic features and news style	In-class translation of a paragraph in journalistic style + homework: rewrite a regular paragraph into clear journalistic language
22	2	Mastering the practice of translating newspaper reports	Translation exercises from English newspapers into Arabic	Group work translation and Relevant Discussion	In-class translation of a paragraph in journalistic style + homework: rewrite a regular paragraph into clear journalistic language
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12. Infrastructure

a. Textbooks	Lectures in General Translation. Dr. Mohammed Abo Risha
b. References	A Linguistic Analysis of Newspapers' Language
c. Recommended books and periodicals (journals, reports, etc.)	Principles of Translation. Hashim G. Lazim
d. Electronic references, internet websites, etc	www.sparknotes.com