

The American University in Cairo
School of Continuing Education
Arabic and Translation Studies Division

CURRICULUM DESIGN FORM

Course Title: Audiovisual Translation

Course Code: STML204

Course Type (Regular/Customized): Regular/Customized

Number of Continuing Education Units (CEUs): 3.0 ¹

Target Audience:

Students in The Career Certificate in Literary and Media Translation, students of translation in other universities, as well as practicing translators and interpreters.

Course Pre-requisites (if any):

None

Course Description:

This course explores the different techniques used with different types of audiovisual translation, namely, subtitling, dubbing, audio description and other related areas. The course provides trainees with necessary skills and knowledge to work as translators in the audiovisual media industry.

Learning Outcomes:

By the end of this course, learners will be able to

1. use subtitling software;
2. produce condensed equivalent structures, idioms, and idiomatic expressions sensitive to the artistic form and meaning of SL and TL texts;
3. use foreignizing and domestic translation strategies where appropriate;
4. use transadaptation strategies where direct translation fails to communicate the presuppositions and hidden cultural message(s) of the SL text;
5. adapt a number of subtitling concepts and practicable paradigms to meet the needs of the Egyptian professional market;
6. defend own subtitling output with recourse to theories of translation/subtitling/communication;
7. critique others' subtitling output with recourse to theories of translation/subtitling/linguistics;
8. demonstrate knowledge of the fundamentals of revoicing;
9. demonstrate knowledge of the fundamentals of media interpreting;
10. demonstrate awareness of the use of digitalization in subtitling;
11. demonstrate awareness of the most recent subtitling software and its impact on professional practice;
12. demonstrate awareness of the relevance of the internet to the subtitler's practice; and
13. produce a systematic, subtitling output.

¹ Offered as customized; the number of CEUs depends on client's request.

Instructional Materials:

1. Agatucci, Cora. "Film Basics: Learning to "Read" & Write about Film." Online. July 22, 1998. Available <<http://www.cocc.edu/cagatucci/classes/wr316/assignments/filmbasics.htm>> (June 12, 1999).
2. Azmy, Hazem. "CyberBabel: A Collection of Links to Translation/Translation-Related Websites." Online. April 8, 1999. Available <http://victorian.fortunecity.com/postmodern/242/cyberbabel.html>.
3. Bogucki, Lukasz & Kredens, Krzysztof (2010). *Perspectives on Audiovisual Translation*. London: Routledge
4. Tonkin, Humphery & Frank, Maria (2010). *The translator as mediator of cultures*. London: Routledge

Syllabus / Training Outline:**Course Outline:**

<u>Serial*</u>	<u>Title/subtitle</u>	<u>Assignment</u>
1	– Course Orientation and software – Translation of a short scene as a refresher exercise	– Read a script for class discussion and application
2	– Translation of a scene with reference to the subtitling standards	– Watch any subtitled soap opera and search for translational points of strength and weakness
3	– Translation of a culturally-challenging scene – Quiz 1	– Watch any subtitled soap opera and search for translational points of strength and weakness
4	– Subtitling transfer strategies	
5	– Examination of the role of audiovisual considerations in determining source text meaning and subtitling output – Quiz 2	– Watch any subtitled soap opera and search for translational points of strength and weakness
6	– Transfer of select culturally-challenging texts/expressions/concepts	– Read Bogucki, Lukasz & Kredens, Krzysztof (2010). <i>Perspectives on Audiovisual Translation</i>. London: Routledge
7	– Transfer of select culturally-challenging texts/expressions/concepts – Critiquing/editing of subtitled work – Guidelines for final project	– Read Tonkin, Humphery & Frank, Maria (2010). <i>The translator as mediator of cultures</i>. London: Routledge
8	– Discussion of the subgenres of audiovisual translation – Quiz 3	

* Session: In this course one session equals 2.5 contact hours.

<u>Serial</u>[*]	<u>Title/subtitle</u>	<u>Assignment</u>
9	– Discussion of the subgenres of audiovisual translation	– Self-access work
10	– Critiquing/editing of subtitled work – Discussion of evaluation criteria	– Self-access work – Distribution of the final project
11	– Critiquing/editing of subtitled work	– Self-access work
12	– Discussion of the project	

Instructional Methods:

All classes are given as workshops.

Assessment of Learning Outcomes

Frequency^{**} : Three assessments and a project.

Type: Written tests and/or projects.

- Classroom assessments should not take more than 30 minutes.
- The first two assessments should be recorded in the class folder by session 7.
- Learners' grades are based upon three assessments during the course (70%) and an end-of-term project (30%).
- Instructors are required to provide learners with appropriate feedback on their performance throughout the course.
- For all written courses, three assessments at least should be conducted as follows:

Session 3	20 points
Session 5	25 points
Session 8	25 points
Project	30 points
Total	100 points

For further information or Inquiries: Please see the Assistant Division Director for Regular Programs in Room 617 SCE, or call 2797-6873, or email m_shorbargy@aucegypt.edu

^{**} Exact dates will be announced in class two sessions before the quiz, exam, or project is due.

Translation Mark Sheet

Grade	Marking criteria for each 250 words	Mark
Meaning (25%)		
90-100(A)	- No contra sense - No serious omissions - No serious additions (Serious Omissions and/or additions would change or distort the meaning.) - Accurate translation of terminology and terminology consistency - One or two errors which do not distort the meaning	
80-90(B)	Up to 2 contra sense, up to 5 errors that do not disturb the meaning	
70-80(C)	Up to 2 contra sense, up to 8 errors that do not disturb the meaning	
60-70(D)	Up to 2 contra sense, up to 10 errors that do not disturb the meaning	
0-59(F)	More than 2 contra sense, more than 10 errors that do not disturb the meaning	
Text Type (25%)		
90-100(A)	- No errors – of publishable quality - Complies with norms and conventions of TT type / culture (particularly text structure) - Appropriate use of language and register	
80-90(B)	- Mostly complies with norms and conventions of TT type / culture (particularly text structure) but some lapses may occur. - Broadly appropriate use of language and register though occasionally more suitable renderings would be possible - Up to 5 corrections of text type conventions, register and language	
70-80(C)	- Some difficulties in complying with norms and conventions of TT type / culture (particularly text structure) though overall a good attempt. - Uneven use of vocabulary and register with some problematic renderings - Up to 8 corrections of text type conventions, register and language	
60-70(D)	- Some attempt at complying with text type conventions and norms although quite frequent lapses. - Use of vocabulary and register resulting in a version which is difficult to read by native speakers of the target language - Up to 10 corrections of text type conventions, register and language	
0-59(F)	- Does not comply with text type conventions and norms - A number of clumsy and inappropriate renderings which impair or distort the message; wrong or incorrect choice of register - More than 10 corrections of text type conventions, register and language	
Sentence Level	Sentence Structure and Cohesion (25%)	
90-100(A)	- No errors – of publishable quality - Naturalised language use with appropriate sentence structures; no cohesive breaks - Smooth language - Equivalent markedness	
80-90(B)	- Mostly appropriate re-organisation of meaning, with generally good sentence structure, although some cohesive breaks and lapses in naturalised language use may occur - Up to 5 corrections of sentence structure and cohesion.	
70-80(C)	- Sound but some awkward sentence structure and language use; problems with cohesion - Up to 8 corrections of sentence structure and cohesion.	
60-70(D)	- Awkward sentence structure with defective cohesive links which affect text coherence - Up to 10 corrections of sentence structure and cohesion.	
0-59(F)	- Incoherence, retains source text structures to the detriment of target text meanings, little or inappropriate use of cohesive devices - More than 10 corrections of sentence structure and cohesion.	
Word and Phrase Levels	Grammar, Punctuation and Spelling (25%)	
90-100(A)	- No errors – of publishable quality - No errors that may change the meaning - No serious errors in reference	
80-90(B)	- Some lapses in grammar, punctuation and spelling which may sometimes affect ease of reading - Up to 5 corrections of grammar, punctuation, spelling errors that do not change the meaning	
70-80(C)	- Some errors in spelling, grammar and punctuation which may occasionally affect comprehension - Up to 8 corrections of grammar, punctuation, spelling errors that do not change the meaning	
60-70(D)	- Frequent minor lapses and / or some serious errors in spelling, grammar and punctuation which can affect comprehension - Up to 10 corrections of grammar, punctuation, spelling errors that do not change the meaning	
0-59(F)	- A considerable number of minor and major errors in spelling, grammar and punctuation which affect comprehension - More than 10 corrections of grammar, punctuation, spelling errors that do not change the meaning	

Classroom Guidelines for SCE Learners

CLASSROOM GUIDELINES FOR SCE LEARNERS	إرشادات خاصة بالدارسين بكلية التعليم المستمر
Attendance Policy: You must attend at least 75% of the class sessions. Failure to do so will result in failing the course, although you will be allowed to attend classes.	سياسة الحضور: يجب أن تحضر نسبة لا تقل عن ٧٥ % من عدد محاضرات المادة الدراسية. وفي حالة عدم الالتزام بذلك، ستعتبر راسباً في المادة، غير أنه سيُسمح لك بحضور المحاضرات.
Punctuality Policy: - You are expected to arrive on time for all scheduled classes and laboratory sessions. - You will be considered late if you enter the class any time after the start of instruction. - You are allowed to be late twice without penalty. All successive instances of tardiness will be counted as absences, although you will be allowed to attend the class.	سياسة الانضباط في المواعيد: - عليك مراعاة الحضور في الموعد المحدد لكل المحاضرات والمعامل وفقاً للجدول المحدد. - تعتبر متأخراً إذا دخلت الفصل في أي وقت بعد بدء الدرس. - يُسمح لك بالتأخر مرتين دون محاسبة. وسيتم اعتبار كل مرات التأخر التالية على أنها حالات غياب، غير أنه سيُسمح لك بحضور المحاضرات.
Grading System: - Learners are assessed throughout the term by tests, quizzes, assignments, projects or other means of evaluation. End-of-term achievement tests measure learners' overall performance in the course. - The final grade in each course is based on learners' performance on continual assessment measures and the final test. - Final course grades are NOT based on attendance, since in accordance with SCE's attendance policy, learners must attend at least 75% of the class sessions in order to be allowed to take the final examination. - At the end of each term, final course grades are posted on the divisional bulletin boards along with learners' ID numbers, NOT their names. Accordingly, the ID number is necessary to know your course grade.	نظام التقويم والتقدير: - يتم تقويم الدارسين خلال الدورة الدراسية عن طريق الاختبارات، أو الامتحانات الموجزة، أو الواجبات، أو المشروعات، أو أي وسائل أخرى للتقويم. وتقيس اختبارات التحصيل في نهاية الفصل الدراسي الأداء العام للدارسين خلال الدورة. - يعتمد التقدير النهائي في كل دورة على أداء الدارسين في التقويم المستمر والاختبار النهائي. - لا يعتمد تقدير نهاية الدورة على نسبة "الحضور"، فطبقاً لسياسة الكلية يتعين على جميع الدارسين حضور ٧٥% من عدد المحاضرات حتى يسمح لهم بحضور اختبار نهاية الدورة. - في نهاية أي دورة دراسية، تُعلن تقديرات الدارسين على لوحة الإعلانات الخاصة بكل قسم، مقرونة بأرقام الدارسين، وليس بأسمائهم؛ وعليه فإن رقم الدارس ضروري لمعرفة نتيجة المادة الدراسية.
Incomplete Grade: - An incomplete grade (I) for any scheduled course may be given at the discretion of the course instructor only to learners who have attended the course, but cannot sit for the final examination or cannot complete course requirements due to circumstances beyond their control. - In order to record the final course grade, all requirements should be completed before the end of the second week of the following term. Failure to change an incomplete grade will result in the final grade being recorded as "F".	التقديرات غير المكتملة: - يسمح بمنح تقدير غير مكتمل (I، Incomplete) وذلك بناءً على تقدير مدرس الدورة. ولا يتم هذا الإجراء إلا مع الطلبة الذين انتظموا في الدورة لكنهم لا يستطيعون أداء الاختبار النهائي أو استكمال متطلبات الدورة لظروف خارجة عن إرادتهم. - من أجل تسجيل التقدير النهائي للدورة ينبغي استيفاء جميع المتطلبات قبل نهاية الأسبوع الثاني من الفصل الدراسي التالي. وفي حالة عدم تغيير تقدير "غير مكتمل" سيتحول التقدير النهائي في التسجيل إلى "راسب".

Learner Evaluation of Instruction: • Learner evaluation of instruction is very important. Based upon your response and comments, changes can be made. • Please take these evaluations seriously and answer all the questions honestly. Remember that instructors are not permitted to see their evaluation results until after your grades are posted. • SCE values your input.	تقويم الدارس لعملية التدريس: • إن تقويم الدارس لعملية التدريس هام للغاية. فبناءً على استجابتك وتعليقاتك، يُمكن عمل التغييرات اللازمة. • يُرجى مراعاة الجدية في عمليات التقويم والإجابة عن كل الأسئلة بأمانة. تذكر أنه لا يُسمح للمدرسين برؤية نتائج التقويم إلا بعد إعلان النتائج النهائية للدارسين. • تقدّر كلية التعليم المستمر مشاركتك في هذا التقويم.
Learner Petitions and Grievances: • You may appeal to a division administrator in any aspect pertaining to class instruction, learning environment, or administration processes. • You may seek resolution at higher administrative levels if the matter is not resolved. The decision of the Associate Dean for Instructional Affairs is final. • Anonymous complaints or petitions will be completely disregarded. All petitions are handled with discretion, protecting your best interests.	التماسات الدارسين وتظلماتهم: • من حَقك أن تتقدم بشكوى لأحد مديري الأقسام تتعلق بأي من الجوانب الخاصة بالتدريس في الفصل، أو البيئة التعليمية أو الإجراءات الإدارية. • يجوز لك اللجوء إلى مستويات إدارية أعلى إذا لم يتم حل المشكلة. ويكون قرار العميد المشارك للشئون التعليمية قراراً نهائياً. • سيتم تجاهل كل الشكاوى أو الالتماسات التي لا تتضمن اسم صاحبها، وتُعامل كل الالتماسات في إطار من السرية وبما يخدم مصالح الدارسين.
Cheating: • Cheating is not acceptable in an institution dedicated to learning. Cheating includes giving or receiving information during an examination, using unauthorized material during an examination, and other acts of academic dishonesty, including plagiarism. • If you are caught cheating on the final examination, your final course grade will be recorded as 'F'. • The penalty for a second offense is automatic suspension from studying at SCE for one 12-week term and failing the course. • In instances of a third offense, you will be permanently dismissed from SCE.	الغش: • الغش غير مقبول في أي من المؤسسات التي تركز جهودها للتعليم. ويشمل الغش إعطاء أو تلقي معلومات أثناء الاختبار، واستخدام مواد يُحظر استخدامها أثناء الاختبار، وصدور أي أفعال تتصف بعدم الأمانة الأكاديمية، بما في ذلك سرقة الإنتاج الفكري. • في حال ضبط الدارس وهو يقوم بالغش في الاختبار النهائي، تُسجّل درجته النهائية لهذه المادة الدراسية بـ "F" (راسباً). • عقاب الغش للمرة الثانية هو إيقاف الدارس تلقائياً من الدراسة في كلية التعليم المستمر لمدة فصل دراسي واحد مدته ١٢ أسبوعاً والرسوب في المادة الدراسية. • وفي حالة تكرار الغش للمرة الثالثة، سيتم فصل الدارس نهائياً من كلية التعليم المستمر.
Harassment: • SCE does not tolerate any form of harassment, including sexual harassment. • Sexual harassment is any conduct of a sexual nature that significantly impairs a person's ability or opportunity to perform his or her job or educational pursuits. • SCE is committed to providing a secure educational and work environment for its learners, instructors, staff, and administrators.	التحرش: • لا تسمح كلية التعليم المستمر بأي شكل من أشكال التحرش، بما في ذلك التحرش الجنسي. • التحرش الجنسي هو أي تصرف ذي طبيعة جنسية يُفسد بدرجة كبيرة قدرة الشخص أو فرصته للقيام بأنشطته الخاصة بالعمل أو الدراسة. • تلتزم كلية التعليم المستمر بتوفير بيئة آمنة للتعليم والعمل لدارسيها، ومدرسيها، والعاملين بها، ومديريها.
Photocopying: • Photocopying textbooks and original content including computer software is a violation of AUC copyright and photocopying policies and thus will not be allowed in SCE classes.	النسخ: • يُعد نسخ كتب المقررات الدراسية والمحتوى الأصلي، بما في ذلك نسخ برامج الحاسب الآلي، مخالفاً لسياسات حقوق النشر والنسخ بالجامعة الأمريكية بالقاهرة، وبالتالي غير مسموح بذلك في فصول كلية التعليم المستمر.

Smoking: Smoking is not allowed in any SCE building, including classes, lounges, workspaces, single-occupancy offices, balconies, stairwells, open-areas within buildings, and outside the entrance of buildings.	التدخين: غير مسموح بالتدخين في أي مبنى من مباني كلية التعليم المستمر بما في ذلك الفصول، وقاعات الانتظار، والأماكن المخصصة للعمل، وحتى المكاتب التي يشغلها موظف واحد، والشرفات، وبئر السلم، والمساحات المفتوحة داخل المباني، وخارج مداخل المباني.
Cellular / Mobile Phone: - SCE prohibits the use of cellular/mobile phones in the classroom and during the administration of entrance and end-of-term testing sessions. - You should turn off your phone during any class time and/or testing session.	استخدام الهاتف المحمول: - تمنع كلية التعليم المستمر استخدام الهواتف المحمولة في الفصل، وأثناء اختبارات القبول، واختبارات نهاية الفصل الدراسي. - يجب إغلاق الهاتف أثناء أي محاضرة أو أثناء الاختبارات.
Misconduct: - Acceptable adult behavior is expected of SCE learners in the classroom and on university campuses. - Breach of such behavior will be reported by the instructor to the Division Director, and learners involved will be referred to the Learner Disciplinary Committee.	إساءة التصرف: - يُراعى من الدارسين بكلية التعليم المستمر التحلي بسلوك ناضج ومقبول في الفصول وداخل حرم الجامعة ومبانيها. - وسيقوم مدرس الفصل بإبلاغ أي سلوك مخالف لمدير القسم، ويحول الدارسون المشركون في هذا السلوك إلى لجنة تأديب.