

TRN3201 Commercial Translation

Code

TRN3201

Title

Commercial Translation

Prerequisites

TRN2101 Introduction to Translation

Credits

3

Description

This course examines the particular characteristics of business texts, such as commercial correspondence, company policy documents, advertising copy and product-related literature. The specialized vocabulary and conventions governing such texts are studied. Careful attention is paid to the translator's responsibility to the client. Practice is given in translating a wide variety of authentic texts. Students continue to focus on basic principles of translation, with special emphasis on theory, textual analysis, vocabulary building, systematic research, and team work.

Objectives

1. Translate a variety of texts from Russian into English, mainly taken from business journalism, but also from commercial correspondence, policy documents, advertisements, financial reports, and product-related literature. 2. Demonstrate an understanding of the verbal conventions used in these texts, as well as their specialized vocabulary. 3. Practice comparative English/Russian grammar and other long-term skill sets, such as textual analysis, vocabulary building, teamwork, and basic theory. 4. Practice the research skills necessary to solve higher-level problems in commercial translation. 5. Demonstrate some knowledge of the translator's profession, including the job market and resources available to translators in Kazakhstan and Central Asia 6. Demonstrate an understanding of translation ethics, such as responsibility to the textproducer and/or client and competing cultural loyalties.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline**Week1**

Introduction

Week2

Форбс бизнес

Week3

Форбс бизнес

Week4

Форбс финансы

Week5

Форбс финансы

Week6

Форбс миллиардеры

Week7

Форбс технологии

Week8

First Midterm: Practice and Exam (20%)

Week9

Форбс LIFE and Форбс WOMAN

Week10

Форбс ONTOLOGY

Week11

Business Correspondence/Деловая переписка

Week12

Business Correspondence/Деловая переписка

Week13

Second Midterm: Practice and Exam (20%)

Week14

Advertisement and Misc. / Реклама и Всякая всячина

Week15

FINAL EXAM (40%)