جامعة الأمير مساعد بن عبدالرحمن
Prince Musaid Bin Abdulrahman University
2011-1432

Website and Social Media Translation (TRA610)

Course Syllabus

Masters of Translation Technology

English Language and Translation Department

College of Science and Theoretical Studies

Prince Musaid Bin Abdulrahman University

A:	General Information

1. **Course Title** Website and Social Media Translation
2. **Course Code** TRA610
3. **Semester/ Year** First / Year 2
4. **Course credit** 3 Hours
5. **Course level** **Level 3**

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B: Academic Content

Course aim and objectives:

This course covers the translation of social media content which includes posts on Twitter, Instagram, LinkedIn, and Facebook, as well as blogs and other platforms that fall within a shared social space. Students will examine the unique cultural and socio-political aspects behind the translations of the posts and how to apply basic concepts of translation best practices especially as it relates to the Arabic language. Students will conduct translations of various types of social media posts.

Learning Outcomes:

1. Recognize the unique cultural and linguistic needs of translating Arabic media.
2. Edit automatic translations to improve the translation.
3. Contrast the output of auto-translation applications.
4. Analyze human translations of tweets to determine if the translation promotes a specific agenda.
5. Conduct translations of various types of social media posts.
6. Illustrate basic concepts of translation best practices, especially as it relates to the Arabic language.

Prerequisites: TRA550, TRA560

C: Timetable for sessions

	Week	Date	Chapters	Students Commitments
1.	Week 0	20-Aug-23	ORIENTATION WEEK	
2.	Week 1	27-Aug-23	Module 1: Issues of Technical Translation (Chapter 1)	
3.	Week 2	3-Sep-23	Module 2: Assessing Technical Communication (Chapter 2)	Discussion Quiz
4.	Week 3	10-Sep-23	Module 3: The Interaction Between Translator and Text (Chapter 2)	Assignment
5.	Week 4	17-Sep-23	Module 4: Controlled Language and International Audience (Chapter 3)	Discussion Quiz
6.	Week 5	24-Sep-23	Module 5: Translation Quality Through Controlled Language (Chapter 4)	Assignment

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7.	**Week 6**	1-Oct-23	Module 6: Localization in The Language Industry (Chapter 5)	Discussion Quiz
8.	**Week 7**	8-Oct-23	Module 7: (Mis)communication and Missed Communication (Chapter 6)	
9.	**Week 8**	15-Oct-23	**MIDTERM EXAMS**	
10.	**Week 9**	22-Oct-23	Module 8: The Effect of International Business Practice (Chapter 6)	Assignment
11.	**Week 10**	29-Oct-23	Module 9: Virtual Teams in the Localization Industry (Chapter 7)	Discussion Quiz
12.	**Week 11**	5-Nov-23	Module 10: A Starting Point for Source Creators (Chapter 7)	Assignment
13.	**Week 12**	12-Nov-23	Module 11: Technology and Translators' Work Environment (Chapter 8)	Discussion Quiz
14.	**Week 13**	26-Nov-23	Module 12: Changing Work Context for Source Creators (Chapter 8)	Discussion
15.	**Week 14**	3-Dec-23	Module 13: The Future of The Industry in a Fast-Changing Economic and Technological Landscape (Chapter 9)	Quiz
16.	**Week 15**	10-Dec-23	**Study week – can be used for review**	
17.	**Week 16**	17-Dec-23	**FINAL EXAMS**	
18.	**Week 17**	24-Dec-23		
19.	**Week 18**	31-Dec-23		

D: Course Resources

Textbooks:

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Maylath, B. and St. Amant, K. (Eds.) (2019). Translation and Localization: A Guide for Technical and Professional Communicators. United Kingdom: Taylor & Francis.

Desjardins, R. (2017). Translation and Social Media: In Theory, in Training and in Professional Practice. United Kingdom: Palgrave Macmillan UK. ISBN 978-1-137-52255-9 https://www.palgrave.com/gp/book/9781137522542

E: Assessment

- **Assessment Overview**

Course work Assessments (Critical thinking, Discussion boards, and Quizzes)	Weeks 2-14	40%
Midterm Exam	Week 8	15%
Final Exam	Week 16 & 17	30%
Total	100%	

F: Additional Requirements

- The student must follow the attendance policy given by the university.
- The student is responsible to read all announcements that are regularly posted by the instructor.
- Any student having difficulty understanding this handout should contact the instructor for clarifications.
- For all enquiries, students should contact the instructor.

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