THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

DEPARTMENT OF TRANSLATION STUDIES

COURSE DESCRIPTIONS

MA PROGRAMME IN ENGLISH

Course title	**Translation and Electronic Media**
Category (Mention the appropriate category (a/b/c) in the course description.)	a) Existing course with changes
Course code	TS 121
Semester	II
Number of credits	5
Maximum intake	30 (on first-come-first-served-basis **for all MA courses**)
Day/Time	Mondays and Wednesdays: 9-11am Fridays: 9-10am
Name of the teacher/s	Dr. K. Kokila
Course description	i) A brief overview of the course This course is open for all those interested in being part of one of the most exciting and fastest developing industry in the world - The Language Industry. This Course is designed to familiarise students with various forms of Translation like Adaptations, Dubbing Subtitling and Remakes in relation to Electronic Media ranging from Films, Television, Computer/Tab/ Mobile Phone etc. ii) Objectives of the course: • To impart the knowledge of Translation practices prevalent in the present age of Globalization • To learn the translation practices fast growing in Electronic Media like Dubbing, Subtitling, Remakes etc. • To learn about the advancements in Machine Translation Systems • To learn about various Translation Apps or General Apps which involve translation iii) Learning Outcomes—a) domain specific outcomes – Students get introduced to basic theoretical and practical knowledge of various types of Translation b) Value Addition – The course adds value to the general programmes like M.A.

	English (Cefeteria), and also to specialized programmes like M. A. in English Literature, Literatures in English, Comparative Literature, ELT, LCS, LLMC, JMC etc. c) Skill-Enhancement – Practical of translation exercises given to the students enhance their translation skill d) Employability Quotient – Dubbing, The students get employment in the growing Audio-Visual Industry in the filed of Dubbing, Subtitling or companies who develop any general Apps with multi-lingual options or Translation Apps between Specific Language pairs or Machine Translation Software/ Systems
Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 40% Mode of Evaluation: Three Assignments with Presentations End-semester (mode of evaluation): 60% Mode of Evaluation: Assignment with Presentations
Reading list	1. Baker, Mona ed. *Encyclopedia of Translation Studies*, London/New York: Routledge. 2. Cintas, Jorge Díaz and Gunilla Anderman .2009. *Audiovisual Translation: Language Transfer on Screen*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan 3. Gambier, Yves and Henrik Gottlieb ed. 2001 *(Multi)media translation: Concepts, practices, and research*, Amsterdam: John Benjamins,.Additional reading

Course title	**Translation and Electronic Media**
Category (Mention the appropriate category (a/b/c) in the course description.)	a) Existing course with changes
Course code	TS 121
Semester	IV
Number of credits	5
Maximum intake	30 (on first-come-first-served-basis **for all MA courses**)
Day/Time	Tuesdays and Thursdays: 9-11am
Name of the teacher/s	Dr. K. Kokila
Course description	i) A brief overview of the course This course is open for all those interested in being part of one of the most exciting and fastest developing industry in the world - The Language Industry. This Course is designed to familiarise students with various forms of Translation like Adaptations, Dubbing Subtitling and Remakes in relation to Electronic Media ranging from Films, Television, Computer/Tab/ Mobile Phone etc. ii) Objectives of the course: • To impart the knowledge of Translation practices prevalent in the present age of Globalization • To learn the translation practices fast growing in Electronic Media like Dubbing, Subtitling, Remakes etc. • To learn about the advancements in Machine Translation Systems • To learn about various Translation Apps or General Apps which involve translation iii) Learning Outcomes—a) domain specific outcomes – Students get introduced to basic theoretical and practical knowledge of various types of Translation b) Value Addition – The course adds value to the general programmes like M.A. English (Cefeteria), and also to specialized programmes like M. A. in English Literature, Literatures in English, Comparative Literature, ELT, LCS, LLMC, JMC etc. c) Skill-Enhancement – Practical of translation exercises given to the students enhance their translation skill d) Employability Quotient – Dubbing, The students get employment in the growing Audio-

	Visual Industry in the filed of Dubbing, Subtitling or companies who develop any general Apps with multi-lingual options or Translation Apps between Specific Language pairs or Machine Translation Software/ Systems
Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 40% Mode of Evaluation: Three Assignments with Presentations End-semester (mode of evaluation): 60% Mode of Evaluation: Assignment with Presentations

Reading list	1. Baker, Mona ed. *Encyclopedia of Translation Studies*, London/New York: Routledge.
	 2. Cintas, Jorge Díaz and Gunilla Anderman .2009.
	    Audiovisual Translation: Language Transfer
	    on Screen. Houndmills, Basingstoke, Hampshire:
	    Palgrave Macmillan
	 3. Gambier, Yves and Henrik Gottlieb ed. 2001
	    (Multi)media translation: Concepts, practices, and
	     research, Amsterdam: John Benjamins,.Additional reading