

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD**

**TEMPLATE FOR COURSE DESCRIPTIONS (for all the Programmes)**

Course title	<b>Translation and Electronic Media</b>
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 <b>for all MA courses</b> )
Day/Time	Mondays and Wednesdays: 9-11am Fridays: 9-10am
Name of the teacher/s	Dr. K. Kokila
Course description	<p>i) A brief overview of the course</p> <p>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.</p> <p>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.</p> <p>ii) Objectives of the course:</p> <ul style="list-style-type: none"> <li>• To impart the knowledge of Translation practices prevalent in the present age of Globalization</li> <li>• To learn the translation practices fast growing in Electronic Media like Dubbing, Subtitling, Remakes etc.</li> <li>• To learn about the advancements in Machine Translation Systems</li> <li>• To learn about various Translation Apps or General Apps which involve translation</li> </ul> <p>iii) Learning Outcomes—</p> <p>a) domain specific outcomes – Students get introduced to basic theoretical and practical knowledge of various types of Translation</p> <p>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.</p>

	<p>c) Skill-Enhancement –  Practical of translation exercises given to the students enhance their translation skill</p> <p>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</p>
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	<ol style="list-style-type: none"> <li>1. Baker, Mona ed. <i>Encyclopedia of Translation Studies</i>, London/New York: Routledge.</li> <li>2. Cintas, Jorge Díaz and Gunilla Anderman .2009. <i>Audiovisual Translation: Language Transfer on Screen</i>. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan</li> <li>3. Gambier, Yves and Henrik Gottlieb ed. 2001 <i>(Multi)media translation: Concepts, practices, and research</i>, Amsterdam: John Benjamins,.Additional reading</li> </ol>