

Translation and new Technologies I

Objectives:

1. Understand the role of communication in the global market;
2. Acquire intercultural competences;
 - 2.1 Understand the concepts of translation and culture;
 - 2.2 Understand the importance of intercultural communication in the global business world;
3. Understand the role of translation in the global communication era;
4. Acquire fundamental translation knowledge;
 - 4.1 (Pre)-transfer skills (search and information retrieval, corpora management, text alignment, etc.);
 - 4.2 Understand the role of terminology in business communication and in Languages for Specific Purposes;
 - 4.3 Terminology management and construction of terminological databases.)

Contents:

1. Introduction to multimedia lab

- 1.1. Introduction to the available tools
- 1.2. Operation of the Network
- 1.3. Creation of a working directory (in the workstation and in the network)

2. The role of communication in the global world

2.1 To communicate: what, how and who to?

2.1.1 Types of texts, channels and target publics

2.1.2 Language as an asset in corporate communication

3. Communication and Translation

3.1 Translation and Intercultural Communication

3.2 Equivalence and types of text

4. The role of translation in the global communication era

4.1 To translate: what, how and what for?

4.1.1 Inter-linguistic, intra-linguistic and inter-semiotic translation

4.2 “Think globally and act locally”: globalization, multilingualism, multiculturalism, internationalization, interculturality, translation and localization

4.3 The translator skills

4.3.1 Information retrieval: searching in the Web

4.3.2 Types of translation

4.3.4 Human, computer-assisted and machine translation

4.3.5 Translation stages

4.3.6 Language and terminology standardization

5. Pre-translation

5.1. Pre-transfer strategies

5.2. Introduction to terminology and terminology management

5.3. Search and information retrieval

5.3.1 in the World Wide Web

5.3.2 in *corpora*

5.3.3 Validation and terminology storage

5.4 Setting Translation Memories

5.4.1 Concept of Translation Memories

5.4.2 Text Alignment

6. Some Translation Tools

6.1 Terminology management: *Multiterm*

6.2 Translation Memories and reference documents: *Workbench*

Methods:

Lecture and Lab classes (using computer-assisted translation tools, such as *SDL/Trados*, *Systran* and other). Some previous autonomous work from the students may be required before classes. Language of instruction will be English.

Assessment:

Option A: Continuous Assessment Plan

A: Participation*, individual and group works (10%).

B: Test (30%)

C: 2 Assignments** :

1 Individual (terminological database) (30%);

2 Group work (WebQuest) (30%).

****Details available at PAOL.**

In continuous assessment you are not allowed to fail more than 75% of classes.

Option B: Final Assessment Plan

Students who choose this assessment plan will be evaluated by a final exam.

Option C: Mixed Assessment Plan

Students who choose this assessment plan will be evaluated by a final exam (70%) and an individual assignment (30%).

Should you choose this option, please inform your teacher in order to define the assignment and deadlines.

* This item refers to quality of the student participation, both in classes and group Works.

References:

AUSTERMÜHL, Frank (2001), *Electronic Tools for Translators*, Manchester, St. Jerome Publishing.

ESSELINK, Bert (2000), *A Practical Guide to Localization*, John Benjamins.

Sprung, Robert C. (Ed.) (2000), *Translation into Success - Cutting-Edge Strategies for going multilingual in a global age*,

American Translators Association Scholarship Monography Series, Volume XI, GOUADEC, Daniel (2007), *Translation as a Profession*, Amsterdam/Philadelphia : John Benjamins.

Pym, Anthony (2004), *The Moving text : localization, translation, and distribution*,

Amsterdam : John Benjamins.

SAGER, Juan C. (1994). *Language Engineering & Translation: Consequences of Automation*. J. Benjamins .

Quase Tudo o que eu sempre quis saber sobre tradução (Kit de Sobrevivência) (documento disponível no PAOL).

SOMERS, Harald (Ed.) (2003) *Computers and translation : a translator's guide*; Amsterdam : John Benjamins.

More materials available at PAOL.

Notes:

Lecturers: Alexandra Albuquerque/ Paula Carvalho.