

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: International Mobility Programmes

Course: Translation and New Technologies I (English)

Academic Year: 2015/2016

Academic year: 1

Number of Credits (ECTS): 4.0

Term: Winter Semester

Attendance: Mandatory

Course Responsible Teacher: Doutora Alexandra Albuquerque

Objectives:

Competences: Know and understand BC to sustain, develop prior education, supported by advanced literature; Apply knowledge and understanding indicating a professional approach to work and have competences typically demonstrated through devising and sustaining reflective arguments and solving problems within the area of Business Communication; Communicate, in English, information, ideas, problems and solutions to multicultural specialist and non-specialist audiences; Develop learning skills for a high degree of autonomy. Learning outcomes: Reflect/discuss global world and determine communication implications; Critically analyze cultural knowledge; Collect, analyze and compare texts from multiple intercultural communication; Collaborative work to identify, examine and present alternative ideas through DS; Select media to support oral/written/visual communication; Identify and analyze term; Collect, assess, organize information to create a Termbase; Compare and assess tools.

Syllabus:

1. Insights into the global world
 - 1.1 How flat is today's world?
 - 1.2 Globalization or globality?
 - 1.3 Implications to international communication
2. The role of culture
 - 2.1 Ck and CQ
 - 2.2 Definition, elements and consequences of culture
 - 2.3 Cross-cultural communication and translation
 - 2.4 The message: standardization vs localization
3. Corporate Language management
 - 3.1 Policies and strategies
 - 3.2 Translation in business communication
4. Communication and Translation
 - 4.1 Inter-linguistic, intra-linguistic and inter-semiotic translation
 - 4.2 Equivalence and types of text
 - 4.3 Human, computer-assisted and machine translation
5. Business translation and use of translation tools
 - 5.3 Stages of Translation
 - 5.4 Introduction to terminology and terminology management
 - 5.5 Validation and terminology storage
 - 5.6 Search and information retrieval
 - 5.6.1 in the World Wide Web
 - 5.5.2 in corpora
 - 5.7 Setting TM
 - 5.7.1 Concept of TM
 - 5.7.2 Text Alignment

Objectives:

The lectures comprise an active and participative methodology with a practical and experimental relevance, in order to develop students' autonomous work. A learner-centered pedagogy is implemented, where in each class session we intend to present, reflect, discuss and critically analyze concepts and practices that can be further converted into group and/or individual practical and technical work.

Assessment Methods:

Continuous Assessment
Final Assessment

References:

- Ferguson, S. D. (1999). Communication Planning- And Integrated Approach. SSPR. London.
- Friedman, T. L. (2005). The world is flat: A brief history of the globalized world in the twenty-first century. Allen Lane.
- Hall, E., Hall M. (1990). Understanding Cultural Differences. Intercultural Press.
- Hall, E. (1976). Beyond Culture. Knopf Doubleday Publishing Group.
- Tropenhaars, F. (1998). Riding the waves of culture: understanding cultural diversity in business. London : Nicholas Brealey
- Voermans, W. (2011). Spread the word: Language matters - The Impact of Language Diversity on Intra-Firm Knowledge Flows and the Moderation Roles of language Capabilities and Expatriate Deployment. Language. Tilburg University.

Notices:

More detailed information is available in the Alignment Matrix and Student Guide, available in Moodle. For office hours, please check with the lecturers of the CU.

Doutora Alexandra Albuquerque

S. Mamede Infesta, 30 de Setembro de 2015