

## **Minor in Translation and Bilingual Communication (for 4-year curriculum)**

### **Programme Code:**

72418-YTB

### **Mode:**

UGC-funded

### **No. of Credits Required:**

18

### **Programme Aims:**

The programme aims to (1) develop students' translating and interpreting skills in a wide variety of workplace contexts; (2) build upon the diverse experience that participants bring to the course and extend their knowledge of translating and interpreting; (3) enhance participants' ability to work as a team on issues related to intercultural and bilingual communication; (4) develop students' knowledge on the theory and practice of bilingual interaction and deepen their understanding about the nature of the English and Chinese languages and (5) equip students with language/sign-mediated and culture-specific communication skills, and knowledge of corporate communication conducts and practices, with reference to the rapid growth of globalisation and the multilingual, multicultural environment in Greater China.

### **Programme Outcomes:**

Students who have successfully completed the program will be able to:

- understand the core concepts and the major recent developments in Translation and Interpreting Studies that will be relevant to the development of their language expertise;
- have a critical awareness of the range of techniques and skills available in translating and interpreting;
- analyze, process and complete translating and interpreting tasks with a high level of professional competence;
- undertake interpreting assignments on general topics in different contexts with a high level of professional skill;
- have a good understanding of bilingual corporate communication functions such as internal and external communication, media relations, management- personnel liaison, customer service and corporate identity development;
- articulate the implications of the global spread of bilingualism and globalization of businesses for performing bilingual corporate communication functions particularly in the context of Greater China.

### **Admission Information:**

There are no specific entry requirements for this programme. Students interested in the Minor must submit their applications to and obtain approval from the Minor-offering Department, starting from their second year of study. Subject to the approval by the Minor-offering Department, students may count up to 6 credits from their GUR (including CAR subjects) which are included in the curriculum of Minor in Translation and Bilingual Communication towards this award. Only students with a GPA of 2.5 or above will be considered for the Minor study.

### **Programme Officers:**

Programme Leader:

Dr LI Dechao

Tel: +852-2766-7458

Email: [dechao.li@polyu.edu.hk](mailto:dechao.li@polyu.edu.hk)

Programme Administration:

Ms Bonnie SEID

Tel: +852-2766-7463

Email: [bonnie.seid@polyu.edu.hk](mailto:bonnie.seid@polyu.edu.hk)

### **Curriculum:**

To qualify for the award of Minor in translation and bilingual communication, students are required to accumulate 18 credits by completing two compulsory subjects and four elective subjects. At least 9 of the 18 credits should be level 3 or above.

<b>Subject Code</b>	<b>Subject Title</b>	<b>No of Credits</b>
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Core (compulsory subjects)

CBS2401	Individual and Societal Bilingualism	3
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This subject aims to prepare students for their study of subjects at levels three and/or four in the area of bilingual communication by giving them a general understanding of the development of individual and societal bilingualism, and the consequences of this development from historical, global, local and communicative perspectives.

CBS3801	Introduction to Translation	3
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This subject will orient students to translation practice in relation to translation principles. Through guided discussions and translation practice, it will equip students with the knowledge and skills applicable to translating various types of texts intended for a general readership, thereby forming the basis for students to develop into specialized areas during their second and third years. Students will also identify the translation problems in relation to cultural issues and learn how to solve these problems.

## Elective Subjects

FH1000 Freshman Seminar in Language, Culture and Communication 3

CBS1A01P Fun with Language 3

This introductory subject provides an overview of human languages and their interesting aspects. Principles pertaining to language use will also be introduced by making use of everyday examples in the local context. The purposes are to raise consciousness about language use and to remind everyone of the ways to have fun with language. This subject is suitable for those who are interested in language and do not have any prior knowledge

ELC1A02 Multiethnic identities and lives 3

GEC1A05 Self-representation in New Media 3

CBS1B03 East Asia: Towards a Global Community with Cultural Diversity 3

East Asian countries, in particular Japan, Korea, and China, have influenced each other in various aspects throughout history and have formed a cultural community. This subject aims to introduce major social and cultural phenomena of Japan, Korea, and China, and to help students understand better each country's society and culture and integrate them into one community as East Asia. After completing this subject, students will have social and cultural awareness of Japan, Korea, and China and also have perspectives to understand them as an East Asian community and further to connect the East Asia to the World. This subject takes a thematic approach by discussing one specific topic for each week. For each topic, one or several of the experts in the field are invited to the class and deliver the lecture and discuss it with students.

ENGL2B02 New Media: New Meanings 3

CBS1C06 Translation and Chinese Society 3

This subject will develop students' ability to translate various types of texts on general topics used in the Chinese society into English. Through guided discussions and translation practice, it will equip students with the skills required to solve the problems arising from the linguistic differences between the Chinese and English language. Students will also learn how to tackle the translation problems resulting from the cultural diversity between the Chinese and English-speaking society. Course materials will be drawn from a wide variety of bilingual sources in Hong Kong and China.

CBS1C08 Chinese Language and the Chinese Societies 3

This subject aims at helping students to develop a deeper understanding of the diverse nature and the development of Chinese language; and improve their intercultural communicative competence in global Chinese by raising their awareness of the heterogeneous and changing nature of the Chinese language; examining the major factors, such as the influence of dialect strata, the differences in political structures, economic systems and sociocultural backgrounds of the Chinese communities, that contribute to the linguistic diversity of the Chinese language; developing the necessary linguistic skills and contextualized cultural knowledge to use contemporary Chinese more effectively; and fostering intercultural attitudes of respect and understanding for their language and culture and the languages and cultures of other Chinese communities.

ENGL2C07 Loanwords: a kaleidoscope of cultures and languages in contact 3

CC2C08 Mutual Impressions of China and the West 3

**CBS2C09 Communications in Greater China** 3

The subject examines the nature of human relations and the characteristic patterns of language and communication in Greater China, with the aim of enhancing students' awareness of the diverse, pluralistic as well as common development and practice of communications in Hong Kong, Mainland China, and Taiwan. Perspectives from both Chinese and Western scholars discussing the socio-psychology of the Chinese and the related patterns of language and communication will be utilized so as to further develop students' critical and analytical skills within a comparative framework.

**GEC1D36 Logic as a Foundational Science** 3

**CBS2450 Bilingual Workshops in Corporate Context: The Foundations** 3

It is a common practice for communication professionals in Hong Kong to render same message to readers and/or audiences who are either Chinese monoglots, or English monoglots, or Chinese-English bilinguals. This subject attempts to prepare students for this mode of communication in the other four Bilingual Workshops in quasi-workplace environment. The subject's primary purpose is to develop students' appreciation of respectively within-culture and between-culture variations in communicative norms in the Hong Kong corporate context, and to practice language-mediated communication skills in a workshop setting.

**CBS3401 Symbolic Communication across Languages** 3

This subject aims to provide a conceptual grounding for students in body-language and sign-mediated communication with special reference to its within-culture and between-culture variation as well as its application in corporate communication. Specifically the subject aims to (1) give them a general orientation about the human species as homo symbolicus, (2) develop among them a basic understanding of the nature and the workings of major cultural signs such as icons, indices and symbols, as well as body-language from communicative, semiotic perspectives. Wherever appropriate, exemplification will be done with cases taken from the corporate sector in Chinese, and non-Chinese cultures so that students' cultural outlooks may be broadened and their understanding of the connection between the matter of this subject and corporate communication may be strengthened.

**CBS3442 Functions of Corporate Communication** 3

This subject, to be delivered in tandem with bilingual workshops that are focused on skills pertaining to corporate communication (CC) functions, aims to provide a conceptual grounding for students who plan to develop a career in communication-related fields in general or in CC in particular. Specifically the subject aims to develop among students a basic understanding of the niche of CC units in the corporate world, and give them an overview of major CC functions, including those of a strategic nature such as corporate identity development and branding.

**CBS3802 Introduction to Interpreting** 3

The purpose of this subject is to train students to undertake simple interpreting tasks. This subject is also designed to help students build a foundation for the development of essential skills in interpreting between English and Chinese (Cantonese and Mandarin).

**CBS3840 Translation for Business & Commerce** 3

This subject aims to train students in the practice of translation for business and commercial purposes. Students will be introduced to basic concepts and principles relating to business and commercial translation. Through a variety of hands-on tasks, students will acquire and apply specific strategies and techniques on translational problems in various types of texts in the business/commercial domain. Students will also learn to think critically about ethical issues that professional translators face in the industry.

### **CBS3841 Translation for the Media**

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The aim of this course is to familiarize students with the register and discourse characteristics of the relevant language variety in both English and Chinese media, and to develop and reinforce the skills and techniques required for their translation for the mass media. Specifically, the course is intended to train students in translating international and local news, magazine articles, promotional materials and advertisements in the print format. They will also learn the principles, techniques and procedures for the translation of subtitles. Emphasis will be laid upon the development of students' abilities in tackling different forms of translation involving mass media.

### **CBS3842 Consecutive Interpreting**

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This subject is designed to consolidate the basic interpreting skills learnt in CBS3802 "Introduction to Interpreting" and further develop students' interpreting abilities by training them to be able to undertake consecutive interpreting (CI) tasks on general topics in the workplace. In this subject, students will learn some essential CI skills such as note-taking, deverbalization, coping tactics, discourse analysis and comprehension etc. in order to behave professionally in CI. Practice will focus on CI tasks on various contemporary topics between Chinese (Mandarin/ Cantonese) and English.

### **CBS4442 Persuasive Communication in Greater China**

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Greater China is a political plurality and is multicultural, with policies and practices of communications varying from polity to polity. This subject will provide students with survey, practice, and analysis of various persuasive genres that are relevant to corporate communication in the region. Conceptual resources from persuasion theory as well as comparative discourse studies will be utilized, with focus on the between/within-culture variations in persuasive communication in the region.

### **CBS4443 Glocalization and Corporate Communication**

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"Think global and act local" is the axiom for today's global business communication and management. This subject will provide students with survey, practice, and analysis of the means that Corporate Communication professionals use to enhance the ability of a corporation to achieve global reach and local relevance. Conceptual resources from global communication and cross-cultural competence will be utilized with the hope to further develop the students' multilingual sensitivity and their multicultural competence which should help them better adapt to their future professional life.

### **CBS4444 Cultural Signs and Corporate Communication**

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This subject builds upon what students have learned in 'Individual & Societal Bilingualism', 'Symbolic Communication across Languages' and 'Functions of Corporate Communication' and aims to strengthen students' grip of sign-mediated communication and its application in strategic corporate-communication functions such as corporate-identity development. Specifically, within a multilingual and cross-cultural framework, students are introduced to how skilled use of corporate names, slogans, logos, sophisticated construction of corporate stories and other non-verbal culture cues and signs may help establish and/or enhance corporate image and identity.

### **CBS4801 Translation Studies**

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This subject aims to produce students who understand the factors involved in communication across two languages; who have an awareness of the different levels of meaning in a text; who can use this awareness to evaluate both source texts and their translations; who have an awareness of basic issues concerning translation as a profession. It will also assist students to examine texts and analyze the linguistic and socio-linguistic issues underlying communication across cultures.

### **CBS4840 Translation for Science & Technology**

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This subject is intended to combine the study of scientific discourse, culture and translation under one roof, so that students can, on the basis of their general translation proficiency, be prepared for future challenges in specialized translation of scientific and technical texts. It also aims to help students apply general translation theories and techniques to the translation of popular science literature. It acquaints students with the lexical, syntactical and stylistic features of scientific and technical writings in Chinese as opposed to their counterparts in English. The subject cultivates students' understanding and awareness of the research methodologies embedded in the writings of science genre for a variety of disciplines.

### **CBS4841 Translation for Legal Work**

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This course is intended to 1. initiate students to the scope and functions of Chinese-English and English-Chinese translation in the Hong Kong legal framework; 2. acquaint students with terminology, dictions, formats, and styles usually employed in common legal writings; 3. help students identify the legal meaning of common words in legal context; 4. enable students to understand the characteristics of legal language; and 5. familiarise students with and help them to grasp the basic principles, strategies, methods and techniques for legal translation, and enable them to generate acceptable translations of legal documents for the local legal sector.

### **CBS4843 Simultaneous Interpreting**

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This subject will provide students with an understanding of the nature of simultaneous interpreting (SI) as a profession and equips them with basic skills of performing SI between Chinese (Mandarin and Cantonese) and English.

### **CBS4844 Machine Aided Translation**

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This subject aims to help students acquire fundamental knowledge and useful skills in the application of computer tools and resources for Chinese, English and multilingual translation. In addition to computer assisted human translation, students will also learn to take advantage of automatic computer translation by effective editing of source and target texts. More attention is given to advanced translation technology rather than elementary and general purpose computer skills.