



# MODL5103

## Multimedia Translation

Term Two // 2021

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Sean Cheng	sean.cx@unsw.edu.au	Tuesday 10am-12am	Morven Brown 278	+61 9385 2314

#### Tutors

Name	Email	Availability	Location	Phone
Rebeca Paredes	r.paredesnieto@unsw.edu.au	TBA	N/A	N/A
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### School Contact Information

School of Humanities and Languages

Location: School Office, Morven Brown Building, Level 2, 258

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Phone: +61 2 9385 1681

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Email: [hal@unsw.edu.au](mailto:hal@unsw.edu.au)

## **Course Details**

### **Credit Points 6**

### **Summary of the Course**

This course provides you with both theoretical knowledge and practical experience in multimedia translation at a professional level. This includes:

1. online texts (business, politics, culture, and social affairs);
2. audio-visual translation (captioning and subtitling);
3. multimedia content (video game localisation and software localisation).

The course frames multimedia translation within an international perspective with emphasis on the cutting-edge technologies embedded in the language services industry of today.

### **Course Learning Outcomes**

1. analyse linguistic features that impose translation difficulties in multimedia translation
2. formulate translation strategies to confidently translate multimedia content in both language directions
3. justify translation choices based on theory and research
4. relate contextual knowledge of the language services industry to translation strategies
5. caption and subtitle multimedia content

### **Teaching Strategies**

Lectures and language-specific tutorials are taught by academic staff and professional translators in the relevant fields. This combination ensures theoretical knowledge is paired with professional practice.

## Assessment

The assessment tasks focus on three aspects of training:

- Ongoing weekly translation - practice and develop the core translation skills and techniques
- Audio-visual translation project - practice and develop foundational media subtitling skills and techniques including application of a subtitling tool and comprehensive understanding of subtitling workflows.
- Quiz - consolidating the understanding of foundational knowledge and theoretical concepts.

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Weekly translation assignments	50%	week 10	1, 2, 3, 4
Audio-visual translation project	40%	week 9	1, 2, 4, 5
Quiz	10%	week 10	1, 3, 4

### Assessment Details

#### Assessment 1: Weekly translation assignments

**Start date:** week 1

**Details:**

4 tasks per direction, around 400-500 words per task.

Feedback provided in-class, or via Turnitin.

**Additional details:**

- Only the last translation task in each direction will be marked.
- Note: different language-specific classes will have different weekly submission deadlines. The universal submission links in Moodle do not specify deadlines for different language streams, so please double-check the deadlines with your tutors and follow their arrangements.

**Turnitin setting:** This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Assessment 2: Audio-visual translation project

**Start date:** week 3

**Details:**

2 videos per direction, 4 videos in total; around 500 words of length per video.

Feedback provided via Turnitin, in-class oral feedback.

**Additional details:**

- Two video subtitling tasks per language direction, 4 tasks in total.
- Only the second subtitling task in each direction will be marked.
- Note: different language-specific classes will have different weekly submission deadlines. The universal submission links in Moodle do not specify deadlines for different language streams, so please double-check the deadlines with your tutors and follow their arrangements.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

**Assessment 3: Quiz****Details:**

20 questions online quiz.

Moodle automatic marking and feedback

**Additional details:**

The quiz will be made available on Moodle for students to complete in week 10.

Please check Moodle and announcement for detail instruction.

**Turnitin setting:** This is not a Turnitin assignment

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Lecture	Lecture 1 Introduction to Media Translation  1. Introduction to course structure 2. Defining key concepts of domains, audiences, and text types  3. Explanation of ongoing practice and assessment  4. Explanation of the AVT project
	Tutorial	No language-specific tutorials in week 1.
Week 2: 7 June - 11 June	Lecture	Lecture 2  Audio-visual Translation I  <ul style="list-style-type: none"> <li>• Introduction to audio-visual translation: transcription, subtitling, and dubbing.</li> <li>• Working with audiovisual translation tools - hands-on with Agesub and Q&amp;A</li> </ul>
	Tutorial	Tutorials start from week 2  Note: <ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 3: 15 June - 18 June	Lecture	Lecture 3 - This will be available as a pre-recorded lecture due to public holiday  Translation phases, strategies and quality

		<p>assessment</p> <ol style="list-style-type: none"> <li>1. Basic translation workflows</li> <li>2. Translation quality assessment (TQA)</li> <li>3. Industry standards</li> </ol>
Week 4: 21 June - 25 June	Lecture	<p>Lecture 4 Content, Context, and Constraint</p> <ol style="list-style-type: none"> <li>1. Awareness of audience design for media translation content</li> <li>2. Understanding of the nature of digital content</li> <li>3. Appreciation of the limitations placed on content, format, tools, and on the translator</li> </ol>
	Tutorial	<p>Note:</p> <ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 5: 28 June - 2 July	Lecture	<p>Lecture 5 Audio-visual Translation II</p> <p>AVT project midterm discussion, hands-on practice on more advance features of AegiSub</p>
	Tutorial	<ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have slightly different arrangements. Please</li> </ul>

		double-check with the tutors before week 2.
Week 6: 5 July - 9 July	Lecture	Lecture 6 Audio-visual Translation III  1. Wider issues of audio-visual translation 2. The impact of audio-visual translation and standards 3. Translation and new media
	Tutorial	<ul style="list-style-type: none"> <li>Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>All other languages' tutorials are from week 2 to week 10.</li> <li>Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 7: 12 July - 16 July	Lecture	Lecture 7 Collaborative and (online) community translation  1. Crowdsourcing 2. Fan translation 3. Translation hacking and IP issues.
	Tutorial	<ul style="list-style-type: none"> <li>Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>All other languages' tutorials are from week 2 to week 10.</li> <li>Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 8: 19 July - 23 July	Lecture	Lecture 8 Video game and software localisation  1. Globalisation, internationalisation, localisation and translation  2. localisation workflows  3. Software localisation  4. Video game localisation



		5. The impact of automated translation
	Tutorial	<ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 9: 26 July - 30 July	Lecture	<p>Lecture 9 Summary and conclusion</p> <ol style="list-style-type: none"> <li>1. Reflection on the main topics and translation practices</li> <li>2. Reflection on the AVT project</li> <li>3. The next step</li> <li>4. Quiz</li> </ol>
	Tutorial	<ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have slightly different arrangements. Please double-check with the tutors before week 2.</li> </ul>
Week 10: 2 August - 6 August	Tutorial	<ul style="list-style-type: none"> <li>• Chinese stream tutorials run in the weeks of 2, and 4-10. No Chinese stream tutorials on Monday in week 3 due to public holiday. A make-up tutorial for week 3 will be arranged by the tutor and the convenor and will be announced at the start of term 2. Please pay attention to the announcement.</li> <li>• All other languages' tutorials are from week 2 to week 10.</li> <li>• Different language streams might have</li> </ul>

		slightly different arrangements. Please double-check with the tutors before week 2.
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## Resources

### Prescribed Resources

Expected Readings:

- The Routledge Handbook of Audiovisual Translation by Luis Pérez-González
- The Routledge Handbook of Translation Studies (2013) edited by Carmen Millán and Francesca Bartrina
- The didactics of audiovisual translation by Jorge Díaz-Cintas (2008)

Journals:

Please see the list of T&I journals on Moodle.

### Recommended Resources

1. Scientific and Technical Translation Explained (2012) by Jody Byrne
2. Media Literacy (2008) by Susan Feez, Rick Iedema, and Peter White
3. Key Terms in Translation Studies (2009) by Giuseppe Palumbo

### Course Evaluation and Development

The course will be formally evaluated via myExperience survey at the end of the semester.

## **Submission of Assessment Tasks**

### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **Image Credit**

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## **CRICOS**

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## **Acknowledgement of Country**

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.