

TRAD 6100

Seminar:

Translation and the Media—looking at the intersection of Race and Power

January – May 2021

Professor: Dra. Jeanette Zaragoza De León

Class meets Mondays from 9:00am to 11:50am

Virtual Office Hours: Friday from 10 AM – 12 PM.

Please contact me by email

for any queries or consultations.

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Course Description:

This course is intended as a workshop seminar to guide students in the translation of various texts relating to the rapidly changing world of the media as they interact with issues of race and power. The texts will be selected from the areas of journalism (news and opinion articles and essays), online media (from scholarly sites to blogs), advertising, and television (depending on how the course progresses, we may also engage with film's dubbing and subtitling). Discussions will focus on the role of the translator/translation in the media from both a theoretical and practical standpoint, as well as how the media tend to view and utilize translation. Particularly, we will discuss and explore the importance of locus and internalized oppression as initial methodologies for the translating professional. Moreover, we will delve into the intersection of how the media portrays and translate issues related to race and power. Theoretical readings will be provided from an array of related sources. Specific issues pertaining to the differences and similarities among the following terms: adaptation, manipulation, localization and transcreation. Depending on availability, we will have guest speakers active who work in media.

This course will be taught online (see further methodological information below).

Objectives:

Students completing this course will:

- A. (Cognitive outcomes)
 - 1. Identify the specific translation problems related to the fields of translation and the media.
 - 2. Identify syntactic and stylistic structures particular to journalistic texts, online materials and advertising
 - 3. Identify and apply specialized terminology related to the fields of journalism, translation for the Internet and advertising.
 - 4. Identify various research tools, databases and portals appropriate to the various fields discussed.
- B. (Performance outcomes)
 - 1. Analyze source texts in order to develop the necessary skills to produce professional translations in a range of subjects and styles specifically related to the media.

2. Analyze the inherent difficulties in translating from Spanish to English based on the syntactic, stylistic and morphological differences between the two languages, as well as cultural differences between source and target languages.
 3. Produce professional translations, using a variety of reference, research and assessment tools.
 4. Conduct effective translation-related research on the Internet.
 5. Create professional glossaries, geared toward specific legal applications or context-related translation work.
- C. (Affective outcomes)
1. Adjust to the rapidly changing environment that currently defines the translation and language-processing field, by understanding the requirements inherent to various specializations.
 2. Respond to the prevalent trends in the translation and language-processing field.
 3. Develop ethical values and comportment that are appropriate to the translation and language-processing field.

Approach:

The overall approach in this seminar will be to understand how translation is dealt with in the various branches of the media, and to discuss the opportunities for translators in this field. The texts translated and analyzed will vary at times tremendously, not only in terms of difficulty and specialization of language and terminology, but also in style. Students will become familiar not only with the specialized terminology and style of the field but will also come to grasp fundamental ideas and theories that are relevant to the profession. Particular issues inherent to the local translation scene in Puerto Rico (the media in bilingual societies) will also be assessed.

Students will be instructed in the applicable use of a wide range of research tools, including specialized dictionaries, glossaries, related texts and documents, as well as online sources. Readings that are relevant to the source text will also be provided in the form of in-class handouts. Students will also be guided in the appropriate formatting of texts, and in pertinent software programs that are currently being used.

Most translations will be discussed and critiqued in class in order to better understand individual research and translation approaches.

All class sessions will be conducted online and synchronously. However, longer translation projects, hand-in assignments and exams may be assigned as individual or group research without a corresponding online session. Teams will also be set up to deal with the translation and editing/proofreading aspects of certain documents, much in the way that translation agencies conduct business.

Reasonable Accommodation

Students receiving Vocational Rehabilitation services must inform the instructor at the beginning of the semester so that reasonable accommodation and any necessary equipment can be provided, in keeping with the recommendations of the Coordinating Office for People with Disabilities (Oficina de Asuntos para las Personas con Impedimentos -- OAPI) under the Office of the Dean of Student Affairs. Students with special needs must also inform the instructor of any accommodation-related needs.

Academic Integrity

The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR General Student Bylaws (Certification No. 13, 2009-2010, of the UPR Board of Trustees) establishes that “academic dishonesty includes but is not limited to: fraudulent actions, obtaining grades or academic degrees using false or fraudulent pretexts, entirely or partially copying academic work from another person, entirely or partially plagiarizing the work of another person, entirely or partially copying responses from another person to examination questions, having another person take any test, oral or written examination on the student’s behalf, as well as assisting or facilitating any person to incur in the aforementioned conduct.” Fraudulent conduct refers to “behavior with the intent to defraud, including, but not limited to, malicious alteration or falsification of grades, records, identification cards or other official documents of the University of Puerto Rico or any other institution.” Any of these actions shall be subject to disciplinary sanctions in accordance with the respective disciplinary procedure, as stated in the current UPR Student Bylaws.

Discrimination / Sexual Harassment

The University of Puerto Rico prohibits discrimination in education, employment and in the provision of services based on race, color, sex, age, nationality, ethnicity, origin or social status, ancestry, marital status, religious or political ideas or beliefs, veteran status, other-abledness (disability), sexual orientation, and gender identity in any of its forms. The university also prohibits sexual harassment. According to the Institutional Policy Against Sexual Harassment at the University of Puerto Rico, Certification No. 130, 2014-2015 of the Board of Governors, any student subjected to acts constituting sexual harassment should contact the Office of the Student Ombudsperson, the Office of the Dean of Students, and/or the Coordinator of the Office of Compliance with Title IX for further orientation and/or to file a formal complaint.

Alternative Instruction Methods

Depending on the needs of the semester, alternative instruction methods may be used for a total of 20% of class contact hours. These may include individual research projects, online project assignments, and/or groups projects.

Language

The course will be taught, mainly, in English.

Tentative Course Schedule:

Week 1	Course introduction Syllabus and expectations Translation and Journalism.
Week 2	Definitions: translation, manipulation, adaptation and transcreation
Week 3	The Translator and Subjectivities
Week 4	Translation and Journalism.
Week 5	Publishing and Translation
Week 6	Race and Television in Puerto Rico.
Week 7	Media bias: Race and Power in Translation.

Weeks 8, 9	Group Project—Guía Anti Racista
Week 10	Group Project—Guía Anti Racista
Weeks 11, 12	Group Project—Guía Anti Racista
Weeks 13, 14	Group Project—Guía Anti Racista
Week 15	Final Class

Evaluation Criteria:

Various: Translation Projects, Quizzes, etc.	30%
Presentations	30%
Group Projects	20%
Class participation and attendance	20%

GRADING

Percentage	Grade
100 – 90 %	A
89.99 – 80 %	B
79.99 – 70 %	C
69.99 – 64 %	D
< 63.99 %	F

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Rúbrica		Por ciento
8	Excelente	100 %
7		94.3 %
6	Bueno	88.6 %
5		82.9 %
4	En progreso	77.1 %
3		71.4 %
2	Inicio	65.7 %
1		60 %

GRADE DISTRIBUTION

Various: Translation Projects, Quizzes, etc.	30 %
Presentations/Reports	30 %
Asistencia, Participación Activa y Colaboración	20 %
Group Projects	20 %

Total	100 %
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REQUIREMENTS

30% Various: Translation Projects, Quizzes, etc.

- The BULK of your grade depends on your TIMELY submission of assignments which may include: reflections, research, review of literature, group activities, audio recordings (when applicable), video projects, exercises, interviews, presentations, responses to answers, essays, etc.
- ONLY those submitted on the date and time will receive full credit. Late submissions will be reduced 50%, after a week late you will receive a "0."
- ALL assignments will be submitted via our ONLINE platform.
- Students are 100% responsible of making sure that the professor can download, listen and/or read the uploaded homework.
- If the professor is not able to read, download or listen to the required homework students will not receive any credit for the submission.
- Do NOT wait until the last minute to upload onto the ONLINE platform, as it may not allow you to troubleshoot or resolve challenges due to Internet, etc.
- If you are running into difficulties uploading homework onto ONLINE platform: immediately open a "ticket" in the ONLINE platform help desk. This will record the time of your request.
- ONLINE platform provide professors with a function to see when and how many times students sign into the platform and submit or attempt to submit their homework.

20% Group Projects

- Exams and/or quizzes will be based on the readings, activities, presentations and discussions, and skill building practices (if applicable to the course).
- Quizzes will be given, approximately, every 4 weeks.
- NO make up quizzes are offered.
- Some quizzes may be announced. Popped quizzes are a great possibility, even online.

30% Electronic presentation/Reports

- The themes for the presentations will be based on the readings and/or research on specific topics.
- Suggested length of presentations (original material—not copied from other sources, and well cited) 15 to 20 minutes with the use of visual aids, and must include critical questions that stimulate thinking.

20% Participation

- You are solely responsible for all classes/weeks missed and their content. It is advisable to find a peer student who you could contact if you are absent and who can share the content of what was missed. Remember, there are no make up quizzes/exams.
- ***Students are expected to have their cameras on while on class and to receive full credit for participation.***
- If you are going to be absent on the day that an assignment is due, that is not an excuse for not submitting your work on time (meaning, at the beginning of class).
- If you are having trouble uploading your work on the ONLINE platform, open a ticket immediately so that you may receive full credit.

- If you are sick, you must communicate via email. Save your emails and doctor's notes with dates so that at the end of the semester we can meet and I may give you credit when relevant.

Extra credit

- Extra credit activities are offered through the semester and/or at the end of the course. These will be due on specific times and dates for full credit.

NOTE: Any changes made to the policies (assignment due dates, etc.) are up to my discretion and will be dealt with individually. It is YOUR RESPONSIBILITY to familiarize yourself with the expectations of the course and that you take an active part in your own learning process. Also, be aware that this syllabus is subject to change when the need arises without further notification. The percentages may be changed at the discretion of the professor. New requirements may be added, but some assignments could be altered to ensure that everyone has an opportunity to understand the material as well as grade percentages.

Communication with professor: ALL communications must be via email or the online platform.

Course Policies

A. **Late work:** Due to the nature of this course, it is imperative that assignments be submitted in a timely manner, particularly when it comes to discussion forum posts, which involve your classmates' interaction. To this end, unless prior arrangements have been made or an extension has been requested, late assignments will immediately receive a 50% deduction when turned in after the deadline, and will receive a 0 (zero) if they are turned in more than one week after the deadline. If you are having trouble uploading your work on ONLINE platform, open a ticket immediately so that you may receive full credit.

B. **Participation and Engagement:** Regular and timely participation is crucial to the successful attainment of the course objectives. In case you miss any deadlines due to illness (or family emergency), you must notify your instructor, via email as soon as possible. You are responsible for all work covered in class during any absence. Needless to say, absences will have a negative effect upon grades for class participation and engagement. **You have a 5min grace period in class before being considered late.** After being late twice, it will count as one absence. After two absences, you will lose 5% of the total of the grade. Individual preparation and presentation of assigned work, attendance at each class session and full participation in class are expected of all students. No make up quizzes and/or tests if you are absent on the day. Same applies for presentations. In order to receive full credit, you will need to have a camera and the camera must remain on at all times!

C. **Class preparation:** It is your responsibility to comment and respond prepared to chats and activities in class, in order to maximize your learning and everyone else's. To that end, you will be asked to prepare work ahead of class time throughout this course, and the expectation is that you make this a priority to ensure success in the course for the good of this educational community.

D. Academic Honesty Policy: La Universidad de Puerto Rico promueve los más altos estándares de integridad académica y científica. El Artículo 6.2 del Reglamento General de Estudiantes de la UPR (Certificación Núm. 13, 2009-2010, de la Junta de Síndicos) establece que “la deshonestidad académica incluye, pero no se limita a: acciones fraudulentas, la obtención de notas o grados académicos valiéndose de falsas o fraudulentas simulaciones, copiar total o parcialmente la labor académica de otra persona, plagiar total o parcialmente el trabajo de otra persona, copiar total o parcialmente las respuestas de otra persona a las preguntas de un examen, haciendo o consiguiendo que otro tome en su nombre cualquier prueba o examen oral o escrito, así como la ayuda o facilitación para que otra persona incurra en la referida conducta”. Cualquiera de estas acciones estará sujeta a sanciones disciplinarias en conformidad con el procedimiento disciplinario establecido en el Reglamento General de Estudiantes de la UPR vigente. **Para velar por la integridad y seguridad de los datos de los usuarios, todo curso híbrido y a distancia deberá ofrecerse mediante la plataforma institucional de gestión de aprendizaje, la cual utiliza protocolos seguros de conexión y autenticación. El sistema autentica la identidad del usuario utilizando el nombre de usuario y contraseña asignados en su cuenta institucional. El usuario es responsable de mantener segura, proteger, y no compartir su contraseña con otras personas.**

E. Reasonable Accommodations-- Según la Ley de Servicios Educativos Integrales para Personas con Impedimentos, todo estudiante que requiera acomodo razonable deberá notificarlo al profesor el primer día de clase. Los estudiantes que reciban servicios de Rehabilitación Vocacional deben comunicarse con el (la) profesor(a) al inicio del semestre para planificar el acomodo razonable y el equipo de asistencia necesario conforme a las recomendaciones de la Oficina de Servicios a Estudiantes con Impedimentos (OSEI) del Decanato de Estudiantes. También aquellos estudiantes con necesidades especiales de algún tipo de asistencia o acomodo deben comunicarse con el (la) profesor(a). Si un alumno tiene una discapacidad documentada (ya sea física, psicológica, de aprendizaje o de otro tipo, que afecte su desempeño académico) y le gustaría solicitar disposiciones académicas especiales, éste debe comunicarse con la Oficina de Servicios a Estudiantes con Impedimentos (OSEI) del Decanato de Estudiantes, a fin de fijar una cita para dar inicio a los servicios pertinentes.

F. Gender and Sex Discrimination Policy--“La Universidad de Puerto Rico prohíbe el discrimen por razón de sexo y género en todas sus modalidades, incluyendo el hostigamiento sexual. Según la Política Institucional contra el Hostigamiento Sexual en la Universidad de Puerto Rico, Certificación Núm. 130, 2014-2015 de la Junta de Gobierno, si un estudiante está siendo o fue afectado por conductas relacionadas a hostigamiento sexual, puede acudir ante la Oficina de Procuraduría Estudiantil, el Decanato de Estudiantes o la Coordinadora de Cumplimiento con Título IX para orientación y/o presentar una queja”.

Suggested Bibliography:

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Zanotti, Serenella. "Investigating the Genesis of Translated Films: A View from the Stanley Kubrick Archive" in *Perspectives, Vol. 27*, 2019

Blogs and other online resources:

American Translation Association, ATA

<https://www.atanet.org/resources/index.php>

Archive.org / Wayback Machine

<https://archive.org/>

Ciarlone, Leonor. Globalization Blog

http://gilbane.com/globalization/2007/01/globalization_project_or_proce.html

El Nuevo Día

www.endi.com

El País

<https://elpais.com/>

History of Subtitling. Translation and subtitling portal

<http://www.transedit.se/>

Media Bias Chart

<https://www.adfontesmedia.com/>

Media Bias Fact Check

<https://mediabiasfactcheck.com/>

Mona Baker, PhD <https://www.monabaker.org/>

Powerthesaurus

<https://www.powerthesaurus.org/>

<https://www.uwipress.com/>