



## Shanghai Jiao Tong University

### EN349 English/Chinese Business Translation

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|--|--|-----------------|---------|
| <b>Instructor Information</b>  | Yu Cheng<br>Home Institution: Tongji University<br>Email: chengyu@tongji.edu.cn<br>Office Hours: Determined by Instructor                        |                 |         |
| <b>Term</b>  | December 17, 2020<br>- January 8, 2021   | <b>Credits:</b> | 4 units |
| <b>Class Hours</b>   | Sunday through Thursday, 135 mins per teaching day   |                 |         |
| <b>Discussion Sessions</b>   | 2 hours each week, conducted by teaching assistant(s)  |                 |         |
| <b>Total Contact Hours</b>   | 64 contact hours (1 contact hour = 45 mins, 2880 mins in total)  |                 |         |
| <b>Required Texts (with ISBN)</b>  | Business English Translation Course<br>Li Ming, Lu Hongmei<br>Publishing House: Shanghai Foreign Language Education Press<br>ISBN: 9787544617703 |                 |         |
| <b>Prerequisite</b>  | Native or near native Chinese speaker, Fluent in English   |                 |         |
| The course might be moved to online delivery due to COVID-19 pandemic. The anticipated date is November 6, 2020. |  |                 |         |



## Course Overview

This course prepares students with translation skills needed in a globalised business world where individuals, businesses, institutions, government and non-government agencies and organisations require quality translation between Chinese and English languages. Students have the opportunities to learn and practice a broad range of topics that are common in everyday business environment. More importantly, they will be able to continuously build up their bilingual and bicultural competence in business contexts. This course also enhances understanding of cultural and ethical issues to help students build up confidence and capabilities in tackling complexities involved in cross-cultural situations. To better understand how business translation works, students will be trained to reflect on their translation processes through both individual and group work.

## Learning Outcomes

On completion of this subject students should

1. Capitalise on general translation theories and concepts;
2. Exercise the acquired practical know-how in various fields that require business translation;
3. Familiarise themselves with a wide range of business topics and texts;
4. Develop strategies to deal with typical textual complexity in business translation;
5. Identify, resolve and avoid mistranslation arising from cross-cultural and interdisciplinary factors;
6. Reflect critically on translation processes;
7. Work collaboratively for optimal translation outcome.



### Grading Policy

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|--|-----|
| Workshop Translation Tasks               | 10% |
| Participation                            | 10% |
| Group translation project & presentation | 30% |
| Written Exam                             | 50% |

### Grading Scale is as follows

| Number grade | Letter grade | GPA |
|--------------|--------------|-----|
| 90-100       | A            | 4.0 |
| 85-89        | A-           | 3.7 |
| 80-84        | B+           | 3.3 |
| 75-79        | B            | 3.0 |
| 70-74        | B-           | 2.7 |
| 67-69        | C+           | 2.3 |
| 65-66        | C            | 2.0 |
| 62-64        | C-           | 1.7 |
| 60-61        | D            | 1.0 |
| ≤59          | F (Failure)  | 0   |



### Class Schedule

| Date   | Lecture   | Readings                  |
|--------|---|---------------------------|
| Day 1  | Theories and concepts: Translating business texts in a globalized world | Chapter 1                 |
| Day 2  | Translation as a decision-making process: How to choose the right word  | Chapter 2                 |
| Day 3  | Formal equivalence vs. dynamic equivalence                              | Chapter 3                 |
| Day 4  | Semantic translation vs. communicative translation                      | Chapter 4                 |
| Day 5  | Targeting Mistranslation: Investigation Day                             | Chapter 5                 |
| Day 6  | Translation techniques: grammar, genre and styles                       | Chapter 6                 |
| Day 7  | Translation techniques: insertions and omissions                        | Chapter 7,                |
| Day 8  | Translating metaphor and idiomatic expressions                          | Chapter 8                 |
| Day 9  | Rhetorical Skills in Translation  | Chapter 9                 |
| Day 10 | Translating subjects and passive voice                                  | Chapter 10                |
| Day 11 | Syntax: Sentence order and word order                                   | Chapter 11-12             |
| Day 12 | Translating business letters, advertisement and contract                | Chapter 13-14             |
| Day 13 | NAATI: Translation standards and quality management                     | Chapter 15                |
| Day 14 | Group translation project presentation                                  | Please sign-up in Day 2-4 |
| Day 15 | Group translation project presentation                                  |                           |
| Day 16 | Group translation project presentation                                  |                           |
| Day 17 | Group translation project presentation                                  |                           |
| Day 18 | Final Exam  |                           |