



## Shanghai Jiao Tong University

### EN349 English/Chinese Business Translation

<b>Instructor Information</b>	Yu Cheng Home Institution: Tongji University Email: chengyu@tongji.edu.cn Office Hours: Determined by Instructor		
<b>Term</b>	June 28, 2021 - July 23, 2021	<b>Credits</b>	4 units
<b>Class Hours</b>	Monday through Friday, 120 mins per teaching day		
<b>Discussion Sessions</b>	2.5 hours each week, conducted by teaching assistant(s)		
<b>Total Contact Hours</b>	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
<b>Required Texts (with ISBN)</b>	An English-Chinese Translation Course For Business Li, Ming Publishing House: Shanghai Foreign Language Education Press 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. Students will be notified once the decision is made.			



## Course Overview

This course prepares students with translation skills needed in a globalized business world where individuals, businesses, institutions, government and non-government agencies and organizations 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. Capitalize on general translation theories and concepts;
2. Exercise the acquired practical know-how in various fields that require business translation;
3. Familiarize 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

Homework	20%
Group translation project	30%
Written Exam	50%

## Grading Scale

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



Due to the on-going pandemic, there is a possibility that in-person courses move to online delivery. Students will be notified once the decision is made.

If the in-person courses are to be changed to online courses, we will make a few adjustments:

**Lecture:** Each lecture will be uploaded on SJTU SCE online learning platform on a daily basis. Students are required to watch them according to the course schedule.

**Discussion:** There will be 2 hours open session on ZOOM every week. The attendance of the discussion is important as it is part of your final score.

**Exam:** There will be a 160 minutes written exam on ZOOM in the last day of the class. The instructor will invigilate the exam with the ZOOM cameras. Students take the exam at the same time and replacement test is not possible unless approved by the instructor for medical reasons or in a compassionate circumstance. The exam may cover, but is not limited to the content from the teaching materials.



### Class Schedule

Date	Lecture	Readings
Day 1	Theories and concepts: Translating business texts in a globalized world	Li: pp.1-10; Enkvist, NE 1978, 'Contrastive Text Linguistics and Translation', in L Grähs, G Korlen & B Malmberg (eds), Theory and Practice of Translation, Peter Lang, Berne, pp. 169-188.
Day 2	Translation as a decision-making process: How to choose the right word	Li: pp.12-18; BASSNETT, S 2006, 'Translating Genre', in J Strong, G Dowd & L Stevenson (eds), Genre Matters: Essays in Theory and Criticism Intellect Books, Bristol, pp. 85-96
Day 3	Translation techniques: grammar, genre and styles	Li: pp.20-26; Pellatt, V & Liu, ET 2010, Thinking Chinese Translation - A Course in Translation Method: Chinese to English, Routledge, London, pp.25-27
Day 4	Translation techniques: insertions	Li: pp.28-34;
Day 5	Translation techniques: omissions	Li: pp.36-43;
Day 6	Group project investigation	No reading
Day 7	Syntactical structure and hierarchies	Li: pp.44-52; Pellatt & Liu: pp 28-29
Day 8	Translating metaphor and idioms	Li: pp.54-59; Pellatt & Liu: pp 100-101, 117-120
Day 9	Translating negation	Li: pp.61-68;
Day 10	Translating Subjects	Li: pp.70-77;
Day 11	Translating passive voice	Li: pp.78-84; Pellatt & Liu: pp.52-55
Day 12	Sentence order and word order	Li: pp.86-93; Pellatt & Liu: pp.208-209
Day 13	Translating Subordinate Clauses	Li: pp.96-103; Electronic Reserve: <a href="https://www.grammar.com/">https://www.grammar.com/</a>
Day 14	Translation techniques: Splitting and combining clauses	Li: pp.105-112;
Day 15	Translating business letters	Li: pp.114-120;
Day 16	Translating advertisements: a balance between accuracy and creativity	Li: pp.123-131;
Day 17	Translating business contracts	Li: pp.133-144; Pellatt & Liu: pp104-107



Day 18	Translating letters of credit	Li: pp.146-158;
Day 19	Translating prospectus and user manuals	Li: pp.161-168; Pellatt & Liu: pp.39-41
Day 20	<b>Quality control and assessment</b>	