



## Shanghai Jiao Tong University

### EN349 English/Chinese Business Translation (Online)

<b>Instructor Information</b>	Yu Cheng Home Institution: Tongji University Email: chengyu@tongji.edu.cn		
<b>Term</b>	June 28, 2021 - July 16, 2021	<b>Credits</b>	4 units
<b>Course Delivery</b>	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 2-6 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 10-15 hours per week.		
<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		



## 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



### Class Schedule

Date	Lecture	Readings	Online Teaching Arrangement
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.	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
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	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 3	Parts of speech and Translation	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	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 4	Translation techniques: insertions and omissions	Li: pp.28-34; Li: pp.36-43;	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 5	Translating metaphor and idioms	Li: pp.54-59; Pellatt & Liu: pp 100-101, 117-120; Li: pp.61-68;	approximately 80 minutes pre-recorded video lectures and 60 minutes translation exercises plus 120 minutes online interaction via Zoom
Day 6	Translating Subjects	Li: pp.70-77;	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 7	Translating passive voice	Li: pp.78-84; Pellatt & Liu: pp.52-55	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 8	Complex sentences	Li: pp.44-52; Pellatt & Liu: pp 28-29	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 9	Sentence order and word order	Li: pp.86-93; Pellatt & Liu: pp.208-209	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises



Day 10	Translating Subordinate Clauses	Li: pp.96-103; Electronic Reserve: <a href="https://www.grammar.com/">https://www.grammar.com/</a>	approximately 80 minutes pre-recorded video lectures and 60 minutes translation exercises plus 120 minutes online interaction via Zoom
Day 11	Translating business letters	Li: pp.114-120;	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 12	Translating advertisements: a balance between accuracy and creativity	Li: pp.123-131;	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 13	Translating user manuals & public signs	Li: pp.161-168; Pellatt & Liu: pp.39-41	approximately 80 minutes pre-recorded video lectures plus 60 minutes translation exercises
Day 14	Translating business contracts	Li: pp.133-144; Pellatt & Liu: pp104-107	approximately 80 minutes pre-recorded video lectures and 60 minutes translation exercises plus 120 minutes online interaction via Zoom
Day 15	Final Exam		120 minutes online