Cross-Cultural Communication and Translation Skill

BSU106   2nd Semester   Credit Hours 03

COURSE DESCRIPTION

The course introduces learners to cross-cultural communication and translation in the 21st century. It aims to make students aware of the challenges in communicating across cultures by developing cross-cultural awareness and translation skills. Students will develop awareness of issues related to cultural identity and the significance of the role language plays in translating verbal and nonverbal aspects of various cultures. Using hands-on training for translating from and to English, the students will practise with various genres—including academic, business, and literary texts—and evaluate the quality of these through application of theory, best practices, and technology. The skills acquired in this course will help students interact across cultures in English and national or indigenous Pakistani languages at a professional level and develop career skills through an inspiration toward lifelong learning.

COURSE OBJECTIVES:

1. To raise students' awareness of the issues and challenges of cross-cultural communication and collaboration.
2. To sensitize students to the key roles that translation skills play in a multilingual society like Pakistan.
3. To improve the general English skills of students and to improve the specific language skills needed for translation work.
4. To provide students with a background in translation theory appropriate to support both academic and everyday translation needs.

LEARNING OUTCOMES:

By the end of this course students will have developed the ability to:

1. engage in cross-cultural interactions by overcoming the challenges related to cross-cultural communication

2. translate texts related to different genres from the source language to the target language

3. use specific English language skills needed for translation

4. utilize the translation strategies and techniques to translate texts from their native language to English or vice versa.

Course Outline

1. **Unit 1: *Cross-Cultural Communication and Translation Skills***
   Cultural Diversity in Symbolic Meaning
   Utilization of Online Resources
   Cultural Wisdom
   Exploration of Cultural Differences through Taglines of Advertisements
   Cultural Adaptation
   Translation Techniques and Strategies
   Translation of the Taglines of Advertisements
   Collaborative Translation
   Peer-feedback
   Revising the Translation
   Back-translation
2. **Introduction to the Translation Process: Bio-Profiles on Social Media**

Selecting *and Writing about a Famous Person or Celebrity*
Learning about the Translation Process
Researching Reading Bios
Reading Social Media Bios
Translating Celebrity Writing
Online Tools for Vocabulary Building and Translation
Writing and Translating Media Bio
3. **Unit 3: *Translating Cultural Heritage through Folktales***
Cross-cultural Awareness through Folklore and Translation
Analysis of Pakistani Folktales
Translation Applied to Folktales and Local Stories
Transcription of a Folktale [Project Work]
Thick Translation of a Folktale
Glossing the Folktale
Peer Review of the Glossed Folktales
Writing and Revising the Draft
Storytelling Techniques; Rehearsal of Story-telling in Class; Class Presentation
4. **Unit 4: *Translation in the Business World: Product Descriptions***
Discussion on Product Descriptions
Planning and Drafting the Project Description
Peer Review
<div align="center">**Mid Term**</div>

Adding Visuals and Preparing the Final Format
Class Presentation
Final Revision and Proofreading
5. **Unit 5: *Email for Business Communication***
Email versus SMS, Netspeak and Internet Slang
Components of a Formal Email
Correcting Emails, Drafting an Email
6. **Unit 6: *Translating Academic Work***
Academic versus Literary Translation
Translation Discussion and Practice
Selection of Text(s) for Translation and review of Translation Tasks
Translation Work and Peer Review of Translation Work
Finalization of group translation of academic material; Groups present, post, or share their translation work.

Essential Reading

Fan, H. (2017). Strategies for Translation of English Commercial Advertisements from the Intercultural Perspective*. Open Journal of Social Sciences, 5*, 38-45. https://doi.org/10.4236/jss.2017.511004
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Chotard, L. (Nov 14, 2013). *How to manage duplicate content on multilingual sites.* Retrieved from: https://www.textmaster.com/blog/duplicate-content-multilingual-sites

Duistermaat, H. (Oct 6, 2019). *9 Ways to Write Product Descriptions that Inform and Persuade Your Customers.* Retrieved from: https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product- descriptions-that-sell

Hughes, J. (2020). *Your product description: How to write converting product descriptions.* Retrieved from: https://themeisle.com/blog/product-description- template/

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Hertzberg, K. (n.d). 4 Smart Tactics for Sending Emails to Recruiters. Grammarly. Retrieved from: https://www.topresume.com/career-advice/tactics-to-email- recruiters

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