

<b>Course Title</b>	: Corporate Communication and Translation
<b>Course Code</b>	: TRA3239
<b>Recommended Study Year</b>	: NIL
<b>No. of Credits/Term</b>	: 3
<b>Mode of Tuition</b>	: Lecture-tutorial mode
<b>Class Contact Hours</b>	: Two-hour lecture per week One-hour tutorial per week
<b>Category</b>	: Elective (Category A: Skills-Based Courses for students of Year 1 intake up to 2021-22 Category C: Multimedia and Corporate Communication for students of Year 1 intake from 2022-23)
<b>Prerequisite</b>	: Nil
<b>Co-requisite</b>	: Nil
<b>Exclusion</b>	: Nil
<b>Exemption Requirement</b>	: Nil

**Brief Course Description:**

This course is designed to teach students how to translate various modes of written communication, both internal and external, in a corporate setting into and out of English in a professional manner, for instance, business correspondence, contracts, press releases, proposals, reports, speeches, and promotional materials, thereby developing their capacity to take up professional and leading roles in society.

Language of instruction: English and Chinese

**Aims:**

The aim of this course is to equip students with the skills required to translate different modes of written communication in a corporate setting, eventually developing the expressiveness expected in a leader in the long term.

**Learning Outcomes (LOs):**

On completion of the course, students will be able to:

1. define corporate communication;
2. describe different modes of written communication in a corporate setting;
3. analyse the factors at play in determining the strategies for translating different modes of written communication in a corporate setting;
4. analyse problems and errors in translated texts of corporate communication;
5. perform linguistic tasks involving corporate communication;
6. produce works of translation in both directions (Chinese-English and English-Chinese) in different modes of corporate communication.

**Indicative Contents:**

1. Definition of corporate communication and different modes of written communication in a corporate setting;
2. Development of the vocabulary and syntax for translating texts of corporate communication;
3. Critical analysis of the factors at play in determining the strategies for translating different modes of written communication in a corporate setting;
4. Critical analysis of common problems in translating written texts of corporate communication;
5. Writing tasks in a corporate setting;
6. Translation of different modes of written communication in a corporate setting.

**Teaching Method:**

There are two hours of lecture and one hour of tutorial per week. Whilst principles of Chinese writing and translation are covered in lectures, tutorials will provide students with the opportunity to engage in hands-on translation and analyse translated texts of corporate communication.

**Measurement of Learning Outcomes:**

	<b>Short Essay in Exam</b>	<b>Translation Tasks in Coursework and Exam</b>
1. Define corporate communication;	X	X
2. Describe different modes of written communication in a corporate setting;	X	X
3. Analyse the factors at play in determining the strategies for translating different modes of written communication in a corporate setting;	X	
4. Analyse problems and errors in translated texts of corporate communication;	X	
5. perform linguistic tasks involving corporate communication;		X
6. Produce works of translation in both directions (Chinese-English and English-Chinese) in different modes of corporate communication.		X

### Assessment:

Assessment is based on

- a) continuous assessment:** 70% (Four translation exercises, 17.5%each)  
✓ *Two E-C translation tasks and two C-E translation tasks*  
✓ *Different text types will be adopted*
- b) examination:** 30% (One short essay; one E-C translation task; one C-E translation task – 10% each)

### Recommended/ Supplementary readings:

- Beger, Rudolf. 2018. *Present-Day Corporate Communication: A Practice-Oriented, State-of-the-Art Guide*. Singapore: Springer.
- Brannen, Mary Yoko and Yves L. Doz. 2012. "Corporate Languages and Strategic Agility." *California Management Review* 54, no. 3 (2012): 77-97.
- Lee, Tong King. 2017. *Applied Translation Studies*. London: Red Globe Press.
- Li, Dechao. 2015. "Translation Strategies in Bilingual Corporate Communication." In Ng P., Ngai C. (eds) *Role of Language and Corporate Communication in Greater China*. Springer, Berlin, Heidelberg. [https://doi.org/10.1007/978-3-662-46881-4\\_6](https://doi.org/10.1007/978-3-662-46881-4_6).
- Munday, Jeremy. 2016. *Introducing Translation Studies: Theories and Applications*. Fourth edition. London and New York: Routledge.
- Ngai, Cindy. S.B. and Patrick P.K. Ng. 2015. "The Development of the Corporate Communication Profession in Hong Kong." In Ng P., Ngai C. (eds.) *Role of Language and Corporate Communication in Greater China*. Springer, Berlin, Heidelberg. [https://doi.org/10.1007/978-3-662-46881-4\\_1](https://doi.org/10.1007/978-3-662-46881-4_1).
- Oliver, S.A. 2004. *Handbook of Corporate Communication and Public Relations*. London: Routledge.
- 周錫靱：《中文應用寫作教程》。香港：三聯書店，一九九六年。

### Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on <https://pla.ln.edu.hk/>.

**Assessment Rubrics:**

**A) Short Essay in Exam (10% of the course)**

	<b>EXCELLENT (A Range) 80-100%</b>	<b>GOOD (B Range) 65-79%</b>	<b>FAIR (C Range) 50-64%</b>	<b>PASS (D Range) 40-49%</b>	<b>FAIL (F Range) 0-39%</b>	<b>ZERO (0)</b>
<b>Argument and Analysis 50%</b>	Answers tightly structured & elegantly argued, offering original responses to the issue in question	Competent responses to the issue in question; a relevant argument with sound analysis	Average answer containing basic responses to the issue in question; Weak argument & analysis; Answers not developed adequately	Answers substantially under-developed or repetitive, containing 'padding'	irrelevant & undirected argument or no argument with irrelevant or no analysis of the issue in question	Work not submitted / Plagiarism / Cheating
<b>Knowledge and Content 50%</b>	Answers draw on a broad range of contextual material.	Answers display clear overall knowledge of the relevant field.	Answers show some basic overall knowledge of relevant contexts.	Answers display only minimal knowledge of contexts.	Totally irrelevant answers	Work not submitted / plagiarism / Cheating

## **B) Translation Tasks**

*(FOUR Coursework Exercises, 17½% each; Two Exam Tasks; 10% each)*

	<b>EXCELLENT</b> <b>(A Range)</b> <b>80-100%</b>	<b>GOOD</b> <b>(B Range)</b> <b>65-79%</b>	<b>FAIR</b> <b>(C Range)</b> <b>50-64%</b>	<b>PASS</b> <b>(D Range)</b> <b>40-49%</b>	<b>FAIL</b> <b>(F Range)</b> <b>0-39%</b>	<b>ZERO</b> <b>(0)</b>
<b>Completeness &amp; Content</b>  <b>50%</b>	Translation is complete. The sense of the source text is conveyed fully and accurately.	Translation is complete. The sense of the source text is broadly conveyed.	The translation is nearly complete. Whilst the sense of the source text will be clear for the most part, there are moments where translation breaks down.	Translation is significantly incomplete. Comprehension of original significantly impeded, sometimes even with fairly every-day vocabulary and structures. There should nevertheless be an overall understanding of the context or the situation.	Translation is significantly incomplete. Comprehension of even basic linguistic items is impeded. The translation as a whole makes little sense.	Work not submitted / Plagiarism / Cheating
<b>Use of Language</b>  <b>50%</b>	Translation displays excellent manipulation of Chinese diction & syntax, reading fluently like an authentic piece of Chinese except where the language is placed under severe pressure of comprehension	Translation clear & fluent; natural except in difficult syntactical constructions; evidence of only odd awkwardness	Translation tends to be literal & awkward in Chinese, although this should not significantly impede the sense	Highly literal rendering making poor sense in Chinese.	Translation hardly makes sense.	Work not submitted / Plagiarism / Cheating