Course Title	:	Bilingual Publication Workshop
Course Code	:	TRA3213
Recommended Study Year	:	2 to 4
No. of Credits/Term	:	3
Mode of Tuition	:	Seminar-tutorial
Class Contact Hours	:	2-hour seminar per week
		1-hour tutorial per week
Category	:	Elective (Category A)
Prerequisite	:	Nil
Co-requisite	:	Nil
Exclusion	:	Nil
Exemption Requirement	:	Nil

Brief Course Description:

This course provides students with a comprehensive understanding of the publication process, including key disciplines such as writing, editing, interviewing, translating, proofreading, photography, and design. Creative talents, practical skills, individual originality, and effective collaboration will be required to successfully produce a publication. Students may produce a bilingual student magazine, newsletter, or booklet focused on a specific theme.

Language of instruction: English / Chinese

Aims:

This course aims to familiarise students with the various aspects of publishing, providing a clear understanding of what is required by the profession in the real world. The course provides intensive and hands-on experience to prepare students for job opportunities in publishing, editing, and other types of text-based work. Special emphasis is placed on editing translations of texts in English, providing valuable skills that can be applied to other translation courses.

Learning Outcomes (LOs):

Upon completion of this course, students will be able to:
1. demonstrate the skills required for different stages of publication, from planning the contents to the printing and production of a bilingual publication;
2. exhibit skills in design, layout, editing, and proofreading;
3. demonstrate their ability to write creatively, to arrange an effective layouts with design and photography, and their ability to assess translations;
4. present their ideas bilingually in a style appropriate for publication; and
5. demonstrate an understanding of the roles of editors and other publishing professionals.

Indicative Content:

1. Understanding and observance of a production schedule;
2. The key roles and responsibilities of those working in a publication setting (e.g. managing editor, photo editor, designer, and proofreader);
3. Understanding the importance of one's publication audience;
4. Brainstorming ideas for appropriate content, and critical evaluation of each others' articles;
5. Proofreading symbols and editing techniques for Chinese and English texts, especially English translations;
6. Selection and preparation of artwork for publication;

7. Issues related to design and layout, including cover design, table of contents, and formatting bilingual publications.

Teaching Method:

This course has no lectures, graded assignments or other conventional elements. As such, the teaching method is relatively informal. Acting as "editor-in-chief" to guide students through the publication process, the instructor will encourage students to work and think independently and proactively, while also collaborating where necessary to meet outlined objectives. Students are expected to take responsibility for their individual and team contributions, and the publication as a whole.

Each student is expected to fulfill the following requirements:
1. Write and translate at least one article (or piece of writing);
2. Keep a complete record (a student log) of all notes, discussions and activities done for this course, including all written and editing work, as well as all work done outside of the classroom;
3. Participate in one work team (e.g. Managing Editorial Team, Photo and Artwork Team, Design Team, Chinese Editing Team and English Editing Team);
4. Assist in the final proofreading of the entire publication.

Measurement of Learning Outcomes:

Students' progress towards the learning outcomes will be measured by means of:
1. The amount and quality of participation in class work and in their work teams as reflected by: a) class attendance, b) in-class performance, and c) out-of-class participation as described in each student's log; [LOs 1-5]
2. The quality of their written and editing work; [LOs 2-3]
3. The application of the principles of publication work (as taught in seminars) to their written and team work. [LOs 1-4]
4. An examination with essay questions on the publication process in general and specific exercises related to editorial work. [LOs 1, 5]

Assessment:

Examination: 30% (One 2-hour paper)
Participation and team work: 50%
Individual work (writing and translation) 20%

Readings:

李煒佳、李植悅、何良懋編：《編輯手冊》，香港：發行藝文圖書公司，1983　　年。
　　葉春華：《報紙編輯》，福州：福建人民，1985 年。
Ascher, Allen, *Think About Editing: A Grammar Editing Guide for ESL Writers*, Boston: Heinle & Heinle Publishers, 1993.
Clark, Giles N. *Inside Book Publishing*. London, New York: Routledge, 2008.
Harris, Carol, *Producing Successful Magazines, Newsletters and E-zines*, Oxford: How to Books, 2004.

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/.