

SYLLABUS

Vocational School

Applied English and Translation Programme

Course Code	Course Title		Credits	ECTS Value
AET 237	Written Media Translation		(1-1-2)2	5
Prerequisite Courses:	None			
Course Language:	Turkish – English	Course Delivery Mode:	Face to face	
Course Type and Level:	Applied (Compulsory) / 2nd Year – Fall / Associate			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Lect. Merve Tohma		3 / week	12:45–13:15	mervetohma@cag.edu.tr
Course Coordinator:				
Course Objectives : To enable students to translate English written press texts (news, interviews, economy/politics, science/health, environment, sports, entertainment) into Turkish accurately, fluently and ethically; and to apply headline–lead writing, verification and post-editing processes.				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Distinguish written press genres (hard news, interview, commentary, entertainment, sports, etc.).	3,5,10	4, 5, 3
	2	Identify the 5W1H elements of a news story and convey them with appropriate order/emphasis in the target language.	3,5,9	5, 4, 4
	3	Create headlines and leads; analyse and transform clickbait/ideological shifts.	5,9,10	5, 4, 3
	4	Apply newsroom standards for source verification and numerical/data transfer (rates, figures, dates).	3,4,9	4, 4, 5
	5	Reframe interviews/quotations in line with Turkish news style.	5,7,9	5, 4, 4
	6	Post-edit machine translation (MT) output and revise using a quality rubric.	6,3,9	4, 3, 4
7	Evaluate translation processes under ethical principles; produce a short portfolio and reflection.	9,2,7	5, 4, 4	
Course Content:	Introduction to press translation; headline–lead; adapting hard news and agency copy; interview/quotation transfer; entertainment/sports language; economy, science/health, politics; ethics and verification; environment/climate news; MT + post-editing; end-of-term portfolio/presentation.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction to press translation	Compare 3 headlines (BBC Eng./BBC Turkish)	Lecture; discussion; worked example; mini translation	
2	Headlines & leads	Compile titles/leads from Hürriyet & The Guardian	Headline analysis; condensation; rewriting/transcreation	
3	Hard news (5W1H, lead)	Choose an earthquake/election story; extract 5W1H	Lead writing; info hierarchy; direct translation	

4	Agency → newspaper story	AA/Reuters short copy; adapt to newspaper style	Summarising; reframing; style adaptation
5	Interview & quotation translation	Short paras from a celebrity interview	Quotation transfer; indirect/direct speech conversion
6	Entertainment & popular culture	People/TMZ short items	Clickbait vs serious headline; tone; transcreation
7	Sports news	BBC Sport & Fanatik samples	Terminology; figures/statistics; style consistency
8	Midterm Exam		
9	Midterm Exam		
10	Economy news	USD/TRY story; rate/exchange tables	Numerical standardisation; headline/lead writing
11	Science & health	COVID-19 / AI / research items	Term matching; simplification; audience-aware language
12	Politics & neutrality	Election story; claimed/announced/accused	Neutral phrasing; source balance; ethics notes
13	Ethics & verification	Twitter/FB fake-news examples	Fact-checking; source verification; risk management
14	Environment & climate	UN Climate / Greenpeace short texts	Concept consistency; localisation; headline-lead alignment
15	MT + Post-Editing	GT/DeepL outputs; same text	PE strategies; quality rubric; team review
16	Integration & presentation	Student-selected single story; headline+lead	Workshop; peer assessment; micro presentations
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	Bielsa & Bassnett (Translation in Global News); Schäffner (Political Discourse, Media and Translation); van Dijk (News as Discourse).
Recommended References:	BBC, Reuters, VOA, Anadolu Agency; BBC Turkish; Hürriyet / The Guardian; Greenpeace / UN Climate short texts.

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	40%	Applied written: news analysis + short translation (+ headline/lead)
Final	1	60%	Portfolio + presentation: translate selected news, write headline/lead, justify

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42

Out-of-Class Study	14	3	42
Assignment	14	2	28
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	20	20
Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
Total:			152 hours
Total / 30:			152 / 30=5
ECTS Credit:			5 ECTS