

ÇAĞ UNIVERSITY FACULTY OF ARTS AND SCIENCES DEPARTMENT OF ENGLISH LANGUAGE AND TRANSLATION TRN 220 WRITTEN MEDIA TRANSLATION COURSE SYLLABUS

Course Code	Course Title			edits	ECTS Value
TRN 220	Written Media Translation		(2-2-0) 3		6
Prerequisite Courses:	None				
Course Language:	English	Course Delivery Mode: Face-to-face		ce	
Course Type and Level:	Core / Undergraduate / 2nd Year – Spring Semester				

Instructor's Title, Name, and Surname	Course Hours	Office Hours	Contact
Dr. Öğr. Üyesi Seden Tuyan	Tuesday	Thursday 11:40–	sedentuyan@
	13:20–15:40	12:20	cag.edu.tr

Course Coordinator:

Asst. Prof. Dr. Seden Tuyan

Course Objectives

This course aims to develop students' competence in translating written media texts across various genres (news, editorials, advertisements, features) by fostering an awareness of journalistic discourse, style, and ideology. Students will engage with authentic materials, apply translation strategies, and reflect critically on their linguistic and ethical choices.

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	Upon sud	ccessful completion of this course, the student will be able to;	Program Outcomes	Net Contribution	
COL	1	Identify and classify written media genres (news, reports, ads).	1, 3, 5, 14	4, 5, 5, 5	
g Outcomes	2	Analyze linguistic and rhetorical features in various media discourses.	1, 3, 6, 14	3, 5, 5, 4	
ri Li	3	Apply translation strategies suitable for different media contexts.	1, 2, 3, 9	5, 5, 5, 3	
e Learning	4	Evaluate ideological and cultural implications in media translation.	7, 9, 11	5, 5, 3	
Course	5	Create coherent and stylistically appropriate translations for publication.	3, 5, 6	5, 5, 5	
J	6	Reflect critically on translation decisions and ethics.	9, 11, 14	5, 4, 5	
	7	Collaborate effectively in group translation and editing tasks.	3, 8, 12	4, 5, 4	
Cour					

Course Schedule (Weekly Plan)

Week	Topic	opic Preparation	
1	Introduction: What is Media Translation? Journalism & Communication Concepts	Reading: American Press Institute, <i>What is Journalism?</i>	Lecture, Discussion, Reflection
2	Media Genres: News, Feature, Advertisement	Current online articles	Lecture, Case Analysis, Group Work



3	Language of Journalism &	& Headlines		Auther	ntic media samples	Discussio Practice	n, Translation	
4	Translating Wordplay, Id	ioms, and Hu	ımor	Selected media texts		Practice, Peer		
5	Register and Style in Media Translation			Reading: Danesi (2013) Advertising Discourse		Discussio Translati Feedback	on Workshop,	
6	Translating Tourism News			Online texts			ranslation	
7	Translating Magazine Ar	ticles		News & Lifestyle Texts		Case Stud Feedback		
8	Midterm Portfolio Subr	nission		Review previous works		Self & Pe	er Evaluation	
9	Midterm Exam Week							
10	Translating Sports News			Current articles		Translation Workshop		
11	Translating Technology	Articles		Tech m	nedia texts	Collabora Translati		
12	Translating Fashion and I	Lifestyle Tex	ts	News s	samples	Worksho	p, Editing Task	
13	Translating Environment	al Reports		News &	& NGO materials	Text Ana	lysis, Practice	
14	Translation for Digital M Tweets)	edia (Blogs,		Online	Online materials		Workshop, Creation Task	
15	Translation Editing & Re	vision Techn	iques	Peer drafts		Peer Rev	iew Workshop	
16	Project Presentation and l	Reflection		Final projects		Presentation, Discussion		
17	Final Project Submission			Portfolio completion		Independ	ent Study	
18	Final Exam Week							
		С	ourse F	Resourc	es			
Textbo	ok:	Danesi, M.	(2013).	Advert	ising Discourse. Wi	ley.		
Recom				ress Institute. (n.d.). What is Journalism? .americanpressinstitute.org/journalism-essentials/what-is-				
		Course As	sessm	ent and	Evaluation			
	Activities	Number	Perc	entile	Notes			
Midter	m Exam	1	30	Written, individua unseen media text		al exam translating an t		
	Group Task I (Week 5	1			sessed for terminology			
- Poster	Group Task II (Week	1	10%		accuracy and teamwork Group-based, assessed for creativity,			
13 – Media Translation Project					clarity, and audie	nce adapta	tion	
Presentation) Final Project 1		1	50% Comprehensive to		ranslation project			
				demonstrating ma				
ECTS Table								
Content				nber			Total	
Course Duration (2 hrs/week × 14 weeks)				4	2		28	
Out-of-Class Study (Reading, Preparation)				.4	3		42	
Assignment / Short Tasks				2			10	
Presentation (Group Tasks I & II Preparation)				2	10		20	



Project (Final Project Preparation and Production)	1	40	40
Midterm Exam (Preparation + Exam	1	15	15
Duration)			
Final Exam (Preparation + Exam	1	25	25
Duration)			
	180		
	180/30		
		ECTS Credit:	6



Past Term Achievements







