

**COURSE DATA****DATA SUBJECT****Code:** 40719**Name:** Translation of other literary and audiovisual genres (english)**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2055 - Master's Degree in Creative and Humanistic Translation	Facultat de Filologia, Traducció i Comunicació	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2055 - Master's Degree in Creative and Humanistic Translation	Training in english	ELECTIVES

COORDINATION

FUENTE SOLER MANUEL DE LA

SERRA ALEGRE ENRIQUE NICOLAS

MARTINEZ SIERRA JUAN JOSE

SUMMARY

Acquisition of the necessary skills and knowledge to translate works from various literary and audiovisual genres (advertising, songs and music videos, comics, etc.) from English to Spanish.

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PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Not applicable



COMPETENCES / LEARNING OUTCOMES

2055 - Master's Degree in Creative and Humanistic Translation

Adquirir rigor para la revisión y control de calidad de las traducciones.

Alcanzar nivel de excelencia en la lengua propia.

Aplicar capacidades de análisis y síntesis.

Apostar de manera sistemática por los principios de ética, justicia y solidaridad.

Apostar de manera sistemática por una cultura de la igualdad (sexual y de género, de oportunidades, de trato, etc.)

Buscar información y documentación.

Contar con conocimientos transversales.

Demostrar la asimilación de los principios metodológicos del proceso traductor.

Dominar la lengua extranjera elegida como fuente para la traducción.

Gestionar proyectos y organizar el trabajo.

Interpretar, analizar y traducir textos de géneros y complejidad diversa

Poseer cultura general y de civilización.

Saber relacionarse profesionalmente en el campo de la traducción.

Ser capaz de acceder a herramientas de información en otras áreas de conocimiento y utilizarlas adecuadamente.

Ser capaz de complementar la formación específica de este Máster con otros conocimientos científicos, históricos, lingüísticos, sociales, etc.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.



Trabajar en equipo.

DESCRIPTION OF CONTENTS

1. Newspaper translation: Social and ideological analysis of strategies and techniques

This unit focuses on the incidence of editorial decisions based on social and ideological principles as regards the translation of newspaper articles or press reviews. For this aim, our proposal for analysis concentrates on the summary translation of articles and pieces of news from the international press, and the way it is adapted to the social and ideological - also linguistic and cultural - configuration in the target language. On the other hand, we also study the process of creation / translation of a pieces of news from press agencies to their publication or broadcast in the news of different media. The unit also proposes some critical reflection on the role and visibility of the translator in both processes.

2. The translation of TV advertisements

Both the end of the 20th century and the beginning of the 21st century have witnessed a great profusion of audiovisual texts as vehicles of transmission of information and culture. As television consumers, we are constantly exposed to commercials, a type of audiovisual product with several highly specific characteristics that differentiate it from other products. Those characteristics are related, fundamentally, to their intended function: advertising. In this unit, we will deal with the nature and translation of TV commercials.

3. The translation of graphic novels

The translation of graphic novels constitutes and activity that is as exciting as complex. There are various aspects that make it a complex activity that can be differentiated from other types of translation. Halfway between the written and the audiovisual translation, it is a hybrid translation practice the main issues of which will be discussed in this unit.

4. The translation of music clips

In this unit we will study ways to carry out the translation of music clips.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
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Laboratory	35,00
Total hours	35,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	80,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Working groups and cooperative tasks

Problem Solving

Case Study

EVALUATION

Continuous evaluation: 20%

Attendance and participation: 20%

Work practices and activities: 60%

REFERENCES

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