Course Information					
Course Code	EN447	* Credit Hours	32	* Credits	2
* Course Name	Chinese-English Translation of Official Documents for Media and Press				
(Course Type)					
Audience					
(Language of Instruction)					
* School	School of Foreign Languages				
Prerequisite					
Instructor		(Course Webpage)			
* Description	“ ” “ ” “ ” “ ” “ ” 6				
* Description	This course is a foundation course oriented to undergraduates of the Translation Department. It is designed to convey to students the main features, fundamentals and translation strategies of publicity translation from the perspective of Applied Translation Studies, International Communications and Intercultural Communications. This course analyzes some problems in publicity translation, and puts forward countermeasures with the analysis of examples, in an effort to update communication ideas and summarize publicity translation strategies for further reference. This course includes six sections: Overview of Publicity, Features of Publicity Translation, Qualities Required for Publicity Translators, Penetration into Mistranslations in Publicity, Publicity Translation Strategies, Case Studies in Publicity				

	Translation. Through this course, students should grasp a basic understanding of publicity translation, including its features, translation strategies and the overall strategy, so as to lay a solid theoretical and practical foundation for the future translation work.
course syllabus	
* (Learning Outcomes)	1. 2. 3.
* (Class Schedule & Requirements)	

	2				
	2				
	2				
	2				
	2				
	2				
	2				
	2				
	2				
	2				

	2				
	2				
	2				
	2				
	2				
	2				

90% + 10%

1. : : :2014 02 ISBN 9787118091274
2. : : :2015 08 ISBN 9787513564557
3. : : :2015 08 ISBN 9787119095929
4. 1999 ISBN 9787119022581
5. : : :2006 06 ISBN 9787501228447