PROGRAMME SPECIFICATION – POSTGRADUATE PROGRAMMES

KEY FACTS

<table>
<thead>
<tr>
<th>Programme name</th>
<th>MA Audiovisual Translation and Popular Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award</td>
<td>MA</td>
</tr>
<tr>
<td>School</td>
<td>School of Arts and Social Sciences</td>
</tr>
<tr>
<td>Department or equivalent</td>
<td>Department of Creative Practice &amp; Enterprise</td>
</tr>
<tr>
<td>Programme code</td>
<td>PSAVPC</td>
</tr>
<tr>
<td>Type of study</td>
<td>Full time Part time</td>
</tr>
<tr>
<td>Total UK credits</td>
<td>180</td>
</tr>
<tr>
<td>Total ECTS</td>
<td>90</td>
</tr>
</tbody>
</table>

PROGRAMME SUMMARY

This unique course is the only degree which offers you the opportunity to specialise as a translation expert in an area of the translation and publishing industry which has seen unprecedented expansion: crime fiction, fantasy, children's fiction, manga and games make up the bulk of cultural translation.

You will take five taught core modules which combine theory with translation practice and a 12,000 – 15,000 word dissertation on any aspect of popular culture in translation, or an extended translation with reflective commentary. A range of elective modules offer a focus on the translation and publishing industries or more specialised modules in audiovisual translation. Your industry knowledge, professional competencies and specialised translation skills are honed in individual project work in practical translation. The degree is designed to produce graduates who are fit for employment, addressing the need for properly trained and highly qualified translation experts.

The core modules introduce you to the history, main stylistic features, themes and text conventions of each of the genres which are most relevant for translation in terms of volume of translation work and newly developing areas in popular entertainment. They provide a theoretical underpinning in discourse analysis, translation, literary and cultural theories.

In addition to the core modules, you choose from a pool of elective modules which broadly fall into two categories: audiovisual translation and work-oriented learning. They provide added value and fit for employment knowledge, technical and soft skills. The Audio Visual Translation (AVT) modules will provide you with more focused technical expertise in audiovisual translation modes such as subtitling and dubbing. In the work-oriented learning modules you will gain relevant knowledge about the market, the industry and professional, soft and transferable skills and experience.

Aims

- provide you with a theoretical framework for translation and which you can apply to the practice of translation working with a wide range of source texts from different popular genres and media such as children’s literature, crime fiction, science fiction & fantasy, comics and manga
- provide you with an understanding of the different conventions and style associated with popular culture in its varied forms and genres, how they are historically and culturally shaped and how this impacts on translation strategies
- provide you with the theoretical knowledge and practical experience to be able to reflect on and analyse complex linguistic, textual, cultural, pragmatic and stylistic considerations which inform your translation decisions
- develop your awareness of professional standards, norms and translational ethics and to develop your professional identity in relation to the role of translation in the publishing process
• provide you with an introduction to the different research strategies and methodologies, relevant in professional translation and in academic study

**Postgraduate Certificate**
Following successful completion of the requirements for a Postgraduate Certificate in Audiovisual Translation and Popular Culture, you will be able to examine translation theories and demonstrate an understanding of the key characteristics of some popular literary genres. You will be able to synthesise and apply these concepts and theoretical frameworks to an analysis of texts drawn from a range of genres. You will have critical insight into problems related to the translation of some popular literary genres and be able to solve translation problems using appropriate strategies and procedures. You will also use a range of techniques to undertake your scholarly work.

**Postgraduate Diploma**
Following successful completion of the requirements for a Postgraduate Diploma in Audiovisual Translation and Popular Culture in addition to the above you will explore knowledge related to a wider range of popular literary genres including multimodal texts and broaden your expertise and skills to include context-specificity and professional norms. You will evaluate critically the inter-relationship of theoretical concepts and professional skills and provide appropriate critiques of knowledge and techniques in contrastive analysis and DTS (descriptive translation studies).

**MA**
Following successful completion of the MA Audiovisual Translation and Popular Culture you will be able to demonstrate original application of knowledge to translation theories, frameworks and be able to evaluate these critically in relation to appropriate choice of approaches to practice. You will be engaged in research or scholarly activity that contributes new views to translation theory and or practice in the area of popular culture or audiovisual translation, considering implications for theory and/or practice within the field.

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**WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of this programme, you will be expected to be able to:

**Knowledge and understanding:**

• Critically assess texts and translations, making reasoned judgements on the appropriateness and effect of individual translation strategies and context-specific procedures
• Gather, retrieve and synthesise information for the purpose of translation in a variety of genres
• Engage with and critically evaluate the major translation theories in order to analyse the issues and processes involved in the translation of texts from different genres and cultures and historical contexts
• Demonstrate a critical understanding of the role of the translator and of culture- and industry specific phenomena in translation

**Skills:**

• Understand genre conventions, stylistic features and thematic concerns and how these adapt to historical, cultural, economic and pragmatic contexts in translation
• Analyse source texts from a variety of different genres in terms of extra-textual, intra-textual and contextual features
• Plan, research, draft and edit translations from a variety of genres to a professional standard
• Understand the need for and apply relevant research and documentation strategies, critically evaluating and using appropriate resources for translators
• Communicate and interact with other members of a team
• Conduct independent research and prepare and deliver individual research projects
Values and attitudes:

- Respect the integrity of all sources, including the source text
- Work in a professional, independent way, show self-discipline, self-direction and reflectivity
- Assess the strengths and weaknesses of your own work, identify areas for improvement and apply appropriate strategies to achieve a professional standard
- Demonstrate an awareness of professional ethics, applying industry guidelines and conforming to codes of conduct and industry norms as appropriate
- Apply highly developed organisational skills and work to deadlines

HOW WILL I LEARN?

The degree is available in both full time and part time mode. Modules are taught in day lectures and seminars, in independent study and a mixture of intensive teaching blocks blended with individually supervised project work. In your practical translation work you will be supervised by a translation expert in your chosen genre and language, allowing individual choice and specialisation. The flexible and mixed-mode of study prepares you for employment in the translation industry which requires flexibility, the ability to work to extremely tight deadlines (often overnight), strong reliance on virtual and electronic work environments, independent and self-managed organisation and time management.

On average, you will spend 150 hours of study in a 15 credit module. This includes hours spent attending lectures, seminars or workshops, preparation for sessions, background reading, translation practice, researching and preparing your assignments. Depending on the module, you will have between 20 and 30 contact hours (lectures, seminars, workshops) which may be taught in two to three hour slots during the day, or, in one module, intensively over a four-day block. In a number of modules you will also have individual supervision for translation projects and for the dissertation.

In the lectures and seminars we will focus on theoretical aspects which are relevant for the texts we are dealing with, analysing their specific features and considering how they can be translated. In these non-language specific sessions we will focus on the exchange, comparison and contrast between different linguistic and cultural backgrounds of everybody in the seminar group and how these shape translation. In the individually supervised project component you will focus on developing your practical translation skills, with theoretical concepts increasingly informing translation practice as the course progresses. In the core modules you will work with different types of source texts from different genres, modalities and socio-historical contexts.

There are also two modules with a substantial element of independent guided study, carried out in distance learning supported by seminar or group work. The distance learning module is the translation theory module LAM030 which you will study using the materials available through Moodle (the Virtual Learning Environment); this module is supported by a number of webinar or seminar hours. It runs alongside two translation modules and is closely linked through choice of texts, selection of examples illustrating particular translation problems and matching assignments. Throughout the course, you will support your understanding of theory and its relation to practice through targeted reading tasks, extensive independent study and research. We place heavy emphasis on your developing ability to conduct independent study and research due to its crucial importance in professional practice itself.

As one of your elective modules, you can choose a translation project management module which involves a mixture of self-managed collaborative and individual work in independent study supported by workshops and surgeries by appointment.

Your learning, reflective practice and progression will be supported through detailed individual
feedback on assignments during the learning and teaching cycle. Learning and teaching will take place through a combination of formal input, seminar discussion with peers and/or tutors, individual supervisions; written feedback on formative translation assignments; self-assessed exercises; self-assessment and self-evaluation through exercises and tutorials; feedback sessions via webinars, face-to-face tutorials and seminar sessions (the combination of individual methods will vary depending on the requirements of the module).

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Your work will be assessed through coursework consisting of formative and summative assignments. These can be essays, practical translations, reflective-analytical commentaries on translation problems, source and target text analysis and comparison, individual translation projects, individual and collaborative reports.

In each module, you will have a description of the formal assignments you need to take and for each assignment, you will have a detailed description of assessment criteria - the skills and knowledge you need to demonstrate in order to pass the module. You will also have a detailed description of what is expected for each grade band.

If you fail a module, you will have one reassessment opportunity. Reassessment deadlines are normally in mid-August. If a module has two assignments, the overall module mark is calculated on the weighted average of the marks you achieve in each assignment. If you fail one assignment, this does not automatically mean that you have failed the module overall.

If you successfully complete a resit you shall be awarded the credit for the Module, but the highest mark you can achieve in a reassessed assignment is 50%.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

On all assignments, you will normally be provided with written feedback within three weeks of the submission deadline or assessment date. You will receive a feedback sheet which gives you information on good points and on areas of improvement; it provides information on how well you have done and includes a provisional grade or mark. In addition to the feedback sheet, you will normally also have in-text comments on the assignment itself. You can see your module tutor for specific advice on any aspect of your assignment and to discuss in detail how to address points made on your feedback sheet or in the in-text comments. Feedback on your assignments will address subject and topic specific features (for example, how well you have understood key features of a particular genre and how these features are important for the translator and the decisions s/he takes); feedback may also address academic writing and good academic practice or it may give you guidance on research strategies. Translation assignments will provide feedback on your translation strategies, problems and areas of improvement or good solutions. All your feedback relates to specified criteria and in your programme and module booklets you receive descriptors what it is that you should achieve for each criteria for each grade.
The timescale for feedback on or dissertations is longer than three weeks; you will receive notification when written feedback is available.

Feedback will be provided in line with our Assessment and Feedback Policy. The full policy can be found at: https://www.city.ac.uk/__data/assets/pdf_file/0008/68921/assessment_and_feedback_policy.pdf

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The Pass mark for each module is 50%.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to a total of 20 credits at first or resit attempt (15 for a Postgraduate Certificate), you may be allowed compensation if:
   - Compensation is permitted for the module involved (see the module specification), and
   - It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
   - A minimum overall mark of 10 percentage points below the pass mark has been achieved in the module to be compensated, and
   - An aggregate mark of 50% has been achieved overall.

   If you receive a compensated pass in a module you shall be awarded the credit for that module. The original component marks shall be retained in the record of marks and the greater of the original module mark and the minimum pass mark for the module shall be used for the purpose of calculation towards the Award.

2. Resit: you will normally be offered one resit attempt. However, if you did not participate in the first assessment and have no extenuating circumstances, you may not be offered a resit.

   If you are successful in the resit, you shall be awarded the credit for that module. The mark used for the purpose of calculation towards your Award shall be calculated from the original marks for the component(s) that you passed at first attempt and the minimum pass mark for the component(s) for which you took a resit.

   If you do not satisfy your resit by the date specified you will not progress and the Assessment Board shall require that you withdraw from the Programme.

   If you fail to meet the requirements for the Programme, but satisfy the requirements for a lower-level Award, then a lower qualification may be awarded as per the table below. If you fail to meet the requirements for the Programme and are not eligible for the award of a lower level qualification, the Assessment Board shall require that you withdraw from the Programme.

   If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at: http://www.city.ac.uk/__data/assets/word_doc/0003/69249/s19.doc

WHAT AWARD CAN I GET?

Master’s Degree:

<table>
<thead>
<tr>
<th>Part</th>
<th>HE Level</th>
<th>Credits</th>
<th>Weighting (%)</th>
<th>Class</th>
<th>% required</th>
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</thead>
<tbody>
<tr>
<td>Dissertation</td>
<td>7</td>
<td>60</td>
<td>33</td>
<td>With Distinction</td>
<td>70</td>
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<tr>
<td>Taught</td>
<td>7</td>
<td>120</td>
<td>67</td>
<td>With Merit</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>With Pass</td>
<td>50</td>
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Postgraduate Diploma:

<table>
<thead>
<tr>
<th>Part</th>
<th>HE Level</th>
<th>Credits</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taught</td>
<td>7</td>
<td>120</td>
<td>100</td>
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</tbody>
</table>

Class | % required
--- | ---
With Distinction | 70
With Merit | 60
With Pass | 50

Postgraduate Certificate:

<table>
<thead>
<tr>
<th>Part</th>
<th>HE Level</th>
<th>Credits</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taught</td>
<td>7</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Class | % required
--- | ---
With Distinction | 70
With Merit | 60
With Pass | 50

**WHAT WILL I STUDY?**

**Taught component**

If you have completed the PG Certificate in Principles and Practice of Translation, 60 credits will count towards the MA Audiovisual Translation and Popular Culture. You will need to take LAM060, LAM062, LAM063, LAM065 and the dissertation LAM064. You will have no elective choices.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>SITS Code</th>
<th>Module Credits</th>
<th>Core/Elective</th>
<th>Can be Compensated?</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles and Practice of Translation Theory</td>
<td>LAM030</td>
<td>15</td>
<td>C</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Translating Children's Fiction</td>
<td>LAM060</td>
<td>15</td>
<td>C</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Translating Crime Fiction</td>
<td>LAM062</td>
<td>15</td>
<td>C</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Translating Science Fiction</td>
<td>LAM063</td>
<td>15</td>
<td>C</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Subtitling</td>
<td>LAM065</td>
<td>15</td>
<td>C</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Translation for Dubbing and Voice-Over</td>
<td>LAM024</td>
<td>15</td>
<td>E</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Principles of Screenwriting and the Translation of Screenplays</td>
<td>LAM027</td>
<td>15</td>
<td>E</td>
<td>N</td>
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<tr>
<td>Translation Project Management</td>
<td>LAM028</td>
<td>15</td>
<td>E</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Translating multimodal texts</td>
<td>LAM061</td>
<td>15</td>
<td>E</td>
<td>N</td>
<td>7</td>
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<tr>
<td>Creating and Managing Intellectual Property</td>
<td>PBM002</td>
<td>15</td>
<td>E</td>
<td>N</td>
<td>7</td>
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<tr>
<td>International Publishing Case Studies</td>
<td>PBM009</td>
<td>20</td>
<td>E</td>
<td>N</td>
<td>7</td>
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**Structure**

**Dissertation component**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>SITS Code</th>
<th>Module Credits</th>
<th>Core/Elective</th>
<th>Can be Compensated?</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissertation</td>
<td>LAM064</td>
<td>60</td>
<td>C</td>
<td>N</td>
<td>7</td>
</tr>
</tbody>
</table>

As a full time student, you will take five taught core modules and choose three modules from the pool of electives available, as outlined below in the course of one academic year.
As a part time student, you will take five taught core modules and choose three modules from the pool of electives available, as outlined below in the course of two academic years.

### Year 1:

<table>
<thead>
<tr>
<th>Term</th>
<th>Core</th>
<th>Electives (choose one):</th>
</tr>
</thead>
</table>
| 1    | LAM030 Applied Theory  
      LAM060 Translating Children's Fiction  
      LAM065 Subtitling | PBM002 Creating and managing intellectual property  
                            LAM061 Translating Multimodal texts |
| 2    | LAM062 Translating Crime Fiction  
      LAM063 Translating Science Fiction | PBM009 International publishing case studies  
                                            LAM024 Dubbing  
                                            LAM027 Screen plays  
                                            LAM028 Project Management |
| 3    | LAM064 Dissertation | |

### Year 2:

<table>
<thead>
<tr>
<th>Term</th>
<th>Core</th>
<th>Electives (choose two):</th>
</tr>
</thead>
</table>
| 1    | LAM060 Translating Children's Fiction OR  
      LAM065 Subtitling | LAM061 Translating multimodal texts |
| 2    | LAM063 Translating Science Fiction OR  
      LAM062 Translating Crime Fiction | PBM002 Creating and managing intellectual property  
                                        LAM027 Screen plays  
                                        LAM028 Project Management |
| 3    | LAM064 Dissertation | |

If you have completed and passed the PG Certificate Principles and Practice of Translation (PPT), you can enter directly into the MA Audiovisual Translation and Popular Culture. You will study four taught core modules and take the dissertation as outlined below:

### PPT direct entry – full time

| APL credits | LAM030 Applied Theory | LAM031 Translation practice 1  
             |                    | LAM032 Translation practice 2  
             |                    | LAM033 Translation practice 3 |
|-------------|----------------------|-----------------------------|
| Term | Core | |
| 1    | LAM060 Translating Children's Fiction  
      LAM065 Subtitling | |
| 2    | LAM062 Translating Crime Fiction  
      LAM063 Translating Science Fiction | |
| 3    | LAM064 Dissertation | |

### PPT direct entry – part time

| APL credits | LAM030 Applied Theory | LAM031 Translation practice 1  
             |                    | LAM032 Translation practice 2  
             |                    | LAM033 Translation practice 3 |
|-------------|----------------------|-----------------------------|
| Term | Core: choose two in year 1 and two in year 2 plus the dissertation in year 2 | |
| 1    | LAM060 Translating Children's Fiction  
      LAM065 Subtitling | |
| 2    | LAM062 Translating Crime Fiction | |
TO WHAT KIND OF CAREER MIGHT I GO ON?

The degree is designed to produce graduates who are fit for the market, either in staff employment or as freelancers, addressing the need for properly trained and highly qualified translation experts. Career options come in a wide range of jobs in the translation industry, ranging from self-employed translator, staff translator or localisation expert to editor, researcher, or project manager.

You may continue to a research degree / doctoral study in any area of translation studies.

If you would like more information on the Careers support available at City, please go to: http://www.city.ac.uk/careers/for-students-and-recent-graduates

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

Translation Studies is part of the Erasmus Mundus MULTI network, an overseas exchange experience funded by the European Commission (at present, until 2015). You can apply for a 10-month exchange with participating universities in South East Asia. Unless your chosen host university offers a programme that matches the specialisation of your home university, you would normally prepare your dissertation while on your exchange.

For further information on participating universities, go to the Erasmus Mundus MULTI website: http://www.em-multi.eu/

For further information on how to apply, contact the International Office at City, www.city.ac.uk/international.

For academic advice, contact the Programme Director of the MA Audiovisual Translation and Popular Culture, Karen.seago.1@city.ac.uk

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

There are normally no placement opportunities in literary translation. However, professional translators are closely involved in the MA Audiovisual Translation and Popular Culture as guest lecturers and as supervisors on translation projects, and they may advise students of any potential opportunities that they may be aware of. The department is also approached frequently with placement or job opportunities by companies directly and these are made available via Moodle alert to all translation students.

WILL I GET ANY PROFESSIONAL RECOGNITION?

Translation is not an accredited profession and there are no accreditation bodies. However, Translation Studies at City is a member of the two recognised professional associations for translation in the UK, the ITI (Institute of Translation and Interpreting), www.it.org.uk/ and the CIoL (Chartered Institute of Linguists), www.ciol.org.uk/. Students are eligible to apply for membership with both of these professional bodies.

HOW DO I ENTER THE PROGRAMME?

Students should normally have a good first degree (2:1 or equivalent) in a relevant subject (Modern Foreign Languages, a Philological degree, English or Foreign Literature, Translation, Comparative Literature, Film Studies, Cultural Studies, Theatre Studies or similar). Applicants need to demonstrate linguistic competence (in their foreign language) at a level equivalent to
either a first degree in their foreign language, or IELTS 7.0 (in the reading, writing and listening components).
The degree is available in a wide range of languages including Arabic, Chinese, French, German, Italian, Russian, Polish, Portuguese and Spanish in combination with English. Other languages may be available, all language are subject to demand.
Applicants will exceptionally be considered if they possess extensive relevant professional experience and are able to provide evidence of knowledge and skills equivalent to a first degree. Applicants who do not possess standard entry requirements will be required to demonstrate graduate-level intellectual and practical skills and capabilities: the ability to find and process information, to exercise critical judgement, to analyse arguments and to question underlying assumptions and values. All non-standard entry applicants will be interviewed, and will also need to demonstrate their academic writing skills, in English.

**APL/AP(E)L Requirements**

If you have completed the pg Certificate in Principles and Practice of Translation, you can be admitted to the MA TPC and will have to take LAM060, 065, 062, 063, 064. 60 credits (LAM030, LAM031, LAM032 and LAM033) are awarded as APL.