Course Specification

(Bachelor)

Course Title	**Media Translation**
Course Code	**TRA480**
Program	• **Bachelor of English Language** • **Bachelor of English Language Online**
Department	**English Language & Translation**
College	**Science & Theoretical Studies**
Institution	**Prince Musaid bin Abdulrahman University (PMAU)**
Version	**2**
Last Revision Date	**5/13/2026**

Restricted - سري

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A. General Information about the course

1. Course Identification:

1. Credit hours

3

2. Course type

a. ☐ University ☐ College ☑ Department ☐ Track ☐ Others

b. ☑ Required ☐ Elective

3. Level/year at which this course is offered

- Level8-Bachelor of EngLanguage Online
- Level8-Bachelor of English Language

4. Course General Description:

This course develops students' ability to read and analyze media (from local to international) by examining subject areas such as news, entertainment, film, sports, and tourism and exposing students to media language, content, and style to develop their media literacy. The course introduces translation strategies and techniques for media texts and explores genre-specific translation issues through theoretical and practical examples to familiarize students with the style, structures, and lexicons related to this genre in Arabic and teach them how to produce accurate translations. This course will equip prospective translators with the skills necessary for film and video, television and multimedia, and other media products such as press releases, news articles, multimedia specs, digital content, advertisements, and corporate promotional materials.

5. Pre-requisites for this course (if any):

TRA420 ENG340 TRA330

6. Co-requisites for this course (if any):

No Co-requisites

7. Course Main Objective(s):

Interpret and translate media texts from English to Arabic and vice versa. Understand linguistic and cultural differences between Arabic and English when translating or interpreting. Demonstrate a good working knowledge of media translation. Analyze and identify basic media translation issues and develop solutions using related translation theories. Formulate and employ appropriate translation strategies to overcome language and cultural issues related to media texts

2. Teaching Mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage (%)
1	تعليم اعتيادى	0	0%
2	التعليم الإلكترونى	0	0%
3	التعليم المدمج التعليم الاعتيادى التعليم الإلكترونى	45	100%
4	التعليم عن بعد	0	0%

3. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lectures	30
2	Laboratory/Studio	0
3	Field	0
4	Tutorial	0
5	Others	15
	Total	**45**

B. Course Learning Outcomes(CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs Aligned with program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			

Code	Course Learning Outcomes	Code of CLOs Aligned with program	Teaching Strategies	Assessment Methods
1.1	Discuss basic media translation issues.	ENG.K1	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam
1.2	Recognize linguistic and cultural differences between Arabic and English when translating or interpreting media discourse.	ENG.K1	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam
2.0	**Skills**			
2.1	Interpret and translate media texts from English into Arabic and vise versa.	ENG.S4	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam
2.2	Employee appropriate translation strategies to overcome language and cultural issues related to media texts.	ENG.S1	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam

Code	Course Learning Outcomes	Code of CLOs Aligned with program	Teaching Strategies	Assessment Methods
2.3	Develop solutions to media translation issues using related translation theories.	ENG.S1	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam
3.0	**Values, autonomy and Responsibility**			
3.1	Demonstrate professional skills in dealing with media translation issues.	ENG.V1	• Group teaching (F2F Lectures) • Virtual sessions	• Assignments • Online Quizzes • Discussion boards • Midterm Exam • Final Exam

C. Course Content

No	List of Topics	Contact Hours
1	Week 1Orientation	3
2	Week 2Translation History: Definition and Stages I	3
3	Week 3Translation History: Definition and Stages II	3
4	Week 4Schools of Translation	3
5	Week 5Media Translation	3
6	Week 6Political News I	3
7	Week 7Political News II	3
8	Week 8Literary. Cultural, and Art News	3

No	List of Topics	Contact Hours
9	Week 9Midterm Exam	0
10	Week 10Business and Sport News	3
11	Week 11Business and Sport News II	3
12	Week 12Cinema and Television Translation	3
13	Week 13Sayings and Expressions	3
14	Week 14Types of Translation	3
15	Week 15Effects of Translation	3
16	Week 16Revision	3
Total		**45**

D. Students Assessment Activities

No	Assessment Activities*	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Assignment 1	5-6	10%
2	Assignment 2	9-10	10%
3	Assignment 3	11-12	10%
4	Quiz 1	4-4	4%
5	Quiz 2	10-10	4%
6	Discussion	7-7	2%
7	Midterm exam	8-9	20%
8	Final Exam	15-17	40%

***Assessment Activities (i.e., written test, oral test, oral presentation, group project, essay, etc.)**

E. Learning Resources and Facilities

1.References and Learning Resources

Essential References	Akbar, M. (2012). Media Translation. (1st ed.). Newcastle Upon Tyne: Cambridge Scholars Publishing. ISBN#: 1443838845 (print).
Supportive References	None
Electronic Materials	Different videos on Blackboard, Quizzes (Testmoz-ready formats)
Other Learning Materials	None

2.Required Facilities and Equipment

Item	Resources
Facilities (Classrooms, laboratories, exhibition rooms,simulation rooms, etc.)	Learning Management System (LMS): Blackboard Online Assessment Tools integrated into Blackboard Classroom
Technology equipment (projector, Smart Board, software)	Blackboard, data show Online Assessment Tools integrated into Blackboard (LMS), including quizzes, assignments, and discussion boards.
Other Equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Quality of Learning Resources	Faculty member	مباشر
Effectiveness of Teaching	Committee of learning resources & Elearning	مباشر
Effectiveness of students assessments	students	غير مباشر استبيان طلابي
The extent to which CLOs have been achieved	Quality committee	مباشر

Assessors **(Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)**
Assessment Methods **(Direct, Indirect)**

G. Specification Approval

Council / Committee	English Language and Translation Department Council
Reference No.	19
Date	5/13/2026