

ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF
COURSE SYLLABUS

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
IMT210	Media Translation	Elective	5	-	18.09.2025
Instructor of the Course & E-Mail Address	Dr. Öğr. Üyesi Burcu TÜRKMEN, burcuturkmen@aybu.edu.tr				
Office Hours & Office Room	Monday: 16:00-18:00, Tuesday: 16:00-18:00				
Course Content and Objectives	This course aims to teach effective and accurate translation by learning the definitions of media types and media texts, as well as media translation methods and strategies. This course is expected to provide both theoretical and practical experience in learning media content and translating context. After learning the conceptual structures of print, television, internet, and social media, the course is expected to examine and translate news headlines, news texts, advertisements, social media, and film and TV series in the English-Turkish language pair.				
Textbook(s)	McLoughlin, L. (2000). The language of magazines. Routledge. Türkmen, B. (2019). Çeviri eğitiminde teknoloji ve dijital medya edinci. Gece Akademi Yayınevi.				
Teaching Methods and Techniques	1. Lecture 2. Problem solving 3. Group work 4. Brainstorming				
Course Learning Outcomes	1	Be able to list and use the concepts of mass media and media at an advanced level.			
	2	Be able to list and use media types, such as print media, at an advanced level.			
	3	Be knowledgeable about TV programs and news, digital media, and the web.			
	4	Be able to use portable information and communication technologies.			
	5	Be able to translate ideological news and media texts with a basic understanding of ideology and translation.			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	1	They possess the methodological and process knowledge to apply the concepts and theories of translation studies in written and oral translation processes.			
	2	They can acquire knowledge of general knowledge, subject areas, and other disciplines and transfer it to the translation process.			
	3	They can acquire translation competence in translation fields related to the source and target languages and can transfer this competence to the translation process.			
	4	They can access and use research resources and information technologies economically to make decisions appropriate to the text type and context; they can effectively plan and implement pre-editing and post-editing processes in machine translation applications.			
	5	They acquire an awareness of lifelong learning and, accordingly, can identify and meet learning needs in their own field and/or other fields.			
	6	They can critically and analytically examine the relationships between source and target texts in the field of translation.			

Contribution of the Course to Field Instruction	To ensure that students are informed about news, press, media and social media content in the translation industry and that they can translate.		
Topics Covered in the Course	1. Week	Sharing the course syllabus and discussing the course objectives and outcomes	
	2. Week	Concepts of mass communication and media	
	3. Week	Types of media and translation strategies	
	4. Week	The relationship between media and ideology (print media, digital media)	
	5. Week	Fundamentals of press language and translation of news headlines	
	6. Week	Translation of news headlines and magazine texts	
	7. Week	Translation of news texts	
	8. Week	Translation of news texts	
	9. Week	Midterm Week	
	10. Week	Translation of news texts	
	11. Week	Translation of advertising texts (written and video)	
	12. Week	Translation of films, TV series, and animations	
	13. Week	Translation of films, TV series, and animations	
	14. Week	Social media translations	
	15. Week	Social media translations	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	%40
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	%60
	Total	2	100%
Disability Policy	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		