<table>
<thead>
<tr>
<th>Course Title</th>
<th>Persuasion in translation</th>
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<tbody>
<tr>
<td>Course Code</td>
<td>ENG 584</td>
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<tr>
<td>Course Type</td>
<td>Elective</td>
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<tr>
<td>Level</td>
<td>Undergraduate</td>
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<tr>
<td>Year / Semester</td>
<td>2019-2020/2</td>
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<tr>
<td>Teacher’s Name</td>
<td>Konstantinos Kritsis</td>
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<td>ECTS</td>
<td>7.5</td>
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<tr>
<td>Lectures / week</td>
<td>2</td>
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<tr>
<td>Laboratories / week</td>
<td>N/A</td>
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### Course Purpose and Objectives
By exploring the challenges of transferring between English and Greek information contained in texts within the areas of journalism, politics, marketing/advertising, and business, it is the aim of this course to straddle theory and practice in a) illustrating key discursive organization and persuasive strategies used in writings whose aim is to alter the behavior of their recipients and b) uncovering the way(s) in which translators may present information when attempting to elicit similar/equivalent response(s) in their implied TL addressees.

### Learning Outcomes
1. Demonstrate understanding of the principles underlying the discursive organization and hybridity of purposes of texts within journalism, politics, advertising/marketing, and business.
2. Demonstrate awareness of the links between the cultural-embeddedness and the persuasive functions of texts within journalism, politics, advertising/marketing, and business.
3. Apply appropriate strategies for translating texts within journalism, politics, advertising/marketing, and business between English and Greek
4. Use appropriate terminology and language conventions to discuss issues pertinent to the translation of persuasive texts

### Prerequisites
N/A

### Course Content
- Functionalist approaches to translation
- Language and persuasion
- Financial reports and translation
- Press releases and translation
- Promotion and translation
- Legal memos/briefs and translation
- Marketing/advertising and translation
- Political discourse(s) and translation
- Journalism, and translation

### Teaching Methodology
Research-tutored and research-oriented lectures, which aim at introducing students to key concepts, considerations, and methodological approaches and procedures pertinent to the translation of information contained in
persuasive texts through individual, pair and/or group exercises, activities and/or discussions.

**Bibliography**


**Assessment**

Summative assessment:

a. Midterm in-class examination (weighting: 40%): Short translation task
b. Take-home final examination (weighting: 60%): Extended translation task including annotation

Formative assessment:

Attendance and participation in-class exercises, activities and/or discussions

**Language**

English and Greek
Office hours

Mondays and Thursdays 12:30-14:30

Kallipoleos Campus / Department of English Studies - Office 006