

Technical Translation and Interpreting (LM33)

(Università degli Studi)

Teaching CROSS CULTURAL TOURISM

GenCod A005541

Owner professor DAVID MARK KATAN

Teaching in italian CROSS CULTURAL TOURISM

Teaching CROSS CULTURAL TOURISM

SSD code L-LIN/12

Reference course Technical Translation and Interpreting

Course type Laurea Magistrale

Credits 6.0

Teaching hours Front activity hours: 36.0

For enrolled in 2022/2023

Taught in 2022/2023

Course year 1

Language ENGLISH

Curriculum PERCORSO ASMU

Location

Semester First Semester

Exam type Oral

Assessment Final grade

Course timetable

<https://easyroom.unisalento.it/Orario>

BRIEF COURSE DESCRIPTION

The text and its context: lingua-cultural, text/context (E.T. Hall)

The reader: insider/outsider, model/ ideal/ empirical reader.

Narrative theory: map of world/gaze, stance, Baker's features of Narrative Theory

Text types/genre: Greimas and text types

The languages of tourism: Freeman Tilden's *Interpreting Our Heritage*; travel texts and Tourist Guides: metadiscourse, popularisation, inclusive language/accessibility; the Baroque and Salento (*with letturato*)

Tourism across Cultures:

Italian/English gazes, orientations;

Cohen's tourist types; Tourist v traveller;

Post and anti-tourist.

REQUIREMENTS

Passing LM/94 entrance exam. Or (e.g. Erasmus): English level CEFR: B2+. Basic grounding in Intercultural Communication. If necessary read Katan, David & Mustafa Taibi (2021), *Translating Cultures: An Introduction for Translators, Interpreters and Mediators*, Routledge, London. Capitoli: 4, 6, 9-11.

COURSE AIMS

1. C1+ CEFR level in English;
2. recognise and analyse genres and patterns of discourse.
3. write in academic English; overall structure coherence and coherence;
4. good public speaking skills as tourist guide using 'popularisation' strategies for an international public;
4. intercultural competence, ability to interact and cooperate with 'the other', and contextualise meaning;
5. understanding and mediation of "tourist gazes" in particular Anglo Italian;
6. mastery of a field of specialised cultural heritage language in Salento (e.g. Baroque architecture, wetland ecology, gastronomy, folklore).

TEACHING METHODOLOGY	Lessons, group work, project-work, seminars
ASSESSMENT TYPE	<p>Parts 1a, b, c) are organised by the lettore/CEL (dott.ssa Carchedi):</p> <p>1a. GET4 (idoneità and prerequisite for the oral). GET tests passive understanding of English grammar at C1 level).</p> <p>1b. Audioguide writing, production and commentary. (50%).</p> <p>1c Language Portfolio.</p> <p>Portfolio is compulsory. Marks: (pass: +0; ver good: +1 punto; excellent: +2 punti).</p> <p>oral exam:</p> <p>2. Q&A of audioguide (50%)</p> <p>For "non frequentanti" (or with less than 28 hrs of attendance) hand in an 8 page (min 2000 word) essa 2 working weeks before an oral exam. Title to be agreed with Prof. (idoneità).</p> <p>Assessment:</p> <ul style="list-style-type: none"> -Oral/written proficiency C1+ - Guide writing skills - Audioguide: flow, narrativity skills and use of popularisation strategies - Coherence - Content <p>Portfolio assessment of English:</p> <ul style="list-style-type: none"> - Oral/written proficiency C1+ - Lettore hours accounted for + other curricular activities (e.g. conferences / seminars) - documented maintenance / practice / development of English during the last 12 months - argueded description of other time spent in "esercitazioni individuali" individual work in listening /speaking / writing / speaking in English
ASSESSMENT SESSIONS	For all exams and other info see Katan'sUnisalento web page
OTHER USEFUL INFORMATION	per altri informazioni vedi i link nella bacheca
FULL SYLLABUS	<p>The text and its context: lingua-cultural, text/context (E.T. Hall)</p> <p>The reader: insider/outsider, model/ ideal/ empirical reader.</p> <p>Narrative theory: map of world/gaze, stance, Baker's features of Narrative Theory</p> <p>Text types/genre: Greimas and text types</p> <p>The languages of tourism: Freeman Tilden's <i>Interpreting Our Heritage</i>; travel texts and Tourist Guides: metadiscourse, popularisation, inclusive language/accessibility; the Baroque and Salento (<i>with lettorato</i>)</p> <p>Tourism across Cultures:</p> <p>Italian/English gazes, orientations;</p> <p>Cohen's tourist types; Tourist v traveller;</p> <p>Post and anti-tourist.</p>

REFERENCE TEXT BOOKS

Objective Proficiency (2016) CUP, Annette Capel, Wendy Sharp, Cambridge University Press, Cambridge

Francesconi, S. 2007 *English for Tourist Promotion: Italy in British Tourism Texts*, Hoepli, Milano.

Katan, D. (2012) "Translating the tourist gaze: from heritage and 'culture' to actual encounter", *Pasos: Special Issue Language and Culture in Tourism Communication* pp. 83-95.

Katan D. & Taibi, M. (2021). *Translating Cultures: An Introduction for Translators, Interpreters and Mediators*, Routledge, London. Capitoli 1-6.

Altra materiale sarà fornita su Microsoft Teams/FOL

Tilden, F (1967/2007) *Interpreting our Heritage*, University of North Carolina University Press