



Department of Translation

University of Cihan- Sulaimaniya

Subject: Content translation

Course Book –

Year

Lecturer's name : Basta Nazar Mohammad

Academic Year: 2025-2026

Course Book

1. Course name	Content translation
2. Lecturer in charge	Basta Nazar Mohammad
3. Department/ College	Trnslation
4. Time (in hours) per week	4h
5. Office hours	2
6. Course code	
7. Teacher's academic profile	(M.A) in English language teaching (ELT)
8. Keywords	
<p>9. Course overview: Content Translation is a 14-week (2–3 hrs/week) lecture-workshop course for advanced EN↔AR and EN↔KU (Sorani) students, focused on Skopos-driven, audience-fit translations for real digital/business texts. Students learn to analyze briefs and platform constraints; translate/adapt web, product, NGO, UX/UI, email, help-center, and social content; apply SEO and style-guide conventions; run QA; and localize for Iraq (register, culture, units, dates, currency, RTL).</p>	
<p>10. Course objective:</p> <p>y the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain key principles of content translation (Skopos, transfer vs. adaptation,) • Analyze client briefs, target audiences, and platform constraints across channels. • Produce functionally adequate EN↔KU translations for web, product, NGO, UX/UI, email, help-center, and social content. • Apply SEO essentials (keyword intent, slugs, meta titles/descriptions) and microcopy conventions. • Build and maintain bilingual glossaries; follow brand style guides and tone frameworks. • Implement QA workflows (self-edit, peer review) using checklists and MQM-lite error types. • Localize for the Iraqi context (MSA vs. Iraqi register, Sorani RTL, numerals, dates, currency, metric units). • Meet technical constraints (length limits, placeholders/variables, pluralization, truncation, file formats). 	

11. Student's obligation

Attend the class regularly , doing assignment on time

12. Forms of teaching

mostly student-centered, with brief teacher-centered scaffolding.

13. Assessment scheme

Midterm Examination	20 %
Paper, Quiz, Project	20%
Lab exam	**%
Final Practical Examination	**%
Final theory exam	60%

14. Student learning outcome: By the end, students will (1) identify Skopos, audience, and platform constraints from a client brief; (2) produce functionally adequate EN↔AR and EN↔KU translations for web, product, NGO, UX/UI, email, help-center, and social content within length/placeholder/RTL limits; (3) localize appropriately for Iraq (MSA vs Iraqi register, Sorani RTL, numerals, dates, currency, metric); (4) apply SEO and microcopy conventions (keyword intent, slugs, meta titles/descriptions); (5) build and maintain bilingual glossaries and follow brand style guides; (6) execute QA using checklists and MQM-lite, including peer review with tracked edits; (7) deliver professional assets (clear file naming, changelogs, translator's notes) on time; (8) justify strategic choices and reflect on ethical/cultural implications

15. Course Reading List and References:

- Munday, *Introducing Translation Studies* (overview, Skopos, functionalism).
- Nida & Taber, *The Theory and Practice of Translation* (analysis/transfer/restructuring).
- Newmark, *A Textbook of Translation* (communicative vs. semantic, text types).
- Vermeer (Skopos), short summaries/handouts.

16. The Topics: content translation

Lecture No	Topic
Week 1	What is Content Translation? (Scope & Skopos) <ul style="list-style-type: none">• Topics: Content vs. literary/technical; Skopos (purpose/brief); transfer vs. adaptation; ethics.• In-class: Diagnose with a short landing-page translation (EN→ KU).
Week 2	Workflow & Quality <ul style="list-style-type: none">• Topics: Analysis → Transfer → Restructuring; briefs; style guides; glossaries; basic error typology (MQM-lite); file formats.• In-class: Build a mini style guide from a sample brand.
Week 3	Web Homepages & Landing Pages <ul style="list-style-type: none">• Topics: Message hierarchy (hero, value prop, CTA), scannability, tone. RTL layout considerations.• In-class: Translate a homepage hero + 3 sections; refine CTAs.
Week 4	Product Pages & E-commerce <ul style="list-style-type: none">• Topics: Titles, bullets, specs, sizing, measurements, claims; microcopy (Add to Cart, Compare); currency/units.• In-class: Product bundle: title + bullets + care instructions.
Week 5	SEO for Translators (Essentials) <ul style="list-style-type: none">• Topics: Keyword intent; slugs; meta titles/descriptions; H1/H2; transliteration vs. translation; avoiding keyword stuffing.• In-class: Translate + optimize one page (add meta title/description).
Week 6	Social Media & Campaign Posts <ul style="list-style-type: none">• Topics: Platform constraints, hooks, hashtags, CTA; tone; cultural

	<p>sensitivity/crisis points.</p> <ul style="list-style-type: none"> • In-class: Create 3 platform-specific versions of the same message.
Week 7	<p>NGO & Public Sector Content</p> <ul style="list-style-type: none"> • Topics: Calls for applications, awareness texts, press releases; neutrality, inclusivity, plain language. <p>In-class: Translate an NGO call + short press note</p>
Week 8	<p>— UX/UI Microcopy & App Localization</p> <ul style="list-style-type: none"> • Topics: Onboarding, menus, buttons, empty-states, error messages; length constraints; placeholders; pluralization basics. • In-class: Localize 10 UI strings; check truncation/fit.
Week 9	<p>Help Center Articles</p> <ul style="list-style-type: none"> • Topics: Procedure steps, warnings, screenshots, consistency; controlled language. • In-class: Translate a short FAQ and a how-to article.
Week 10	<p>Emails & Newsletters</p> <ul style="list-style-type: none"> • Topics: Subject lines, preview text, personalization tokens, tone; compliance (unsubscribe). • In-class: Translate a promo email and a transactional email.
Week 11	<p>Multimedia & Subtitling (Basics)</p> <ul style="list-style-type: none"> • Topics: Reading speed, line breaks, timing, on-screen text; subtitling vs. dubbing trade-offs. • In-class: Subtitle 45–60 seconds (script provided) + on-screen text.
Week 12	<p>— Client Simulation</p> <ul style="list-style-type: none"> • Topics: Brief negotiation, scope, timeline, file naming, delivery pack; peer-review/QA checklist. • In-class: Peer QA swap on a multi-file mini-project.
Week 13	<p>Final Project Showcase</p>

	<ul style="list-style-type: none">• Deliverables: Mini-site bundle (homepage hero + product page + FAQ + email), translator's note, glossary (30+ terms), 1-page style guide.	
Final Examination		
17. Peer review		
Main Lecturer in charged Basta Nazar Mohammad		