



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF ENGLISH

VALUE ADDED COURSE – SYLLABUS

21VENTC – TECHNIQUES ON TRANSLATION AND CONTENT WRITING

Course Objective:

To graduate ethical and professionals' translators capable of translating different cultural, economic, legal, and technical genres of texts.

UNIT I - Translation

(8 Hrs.)

- Equivalence at Word Level
- What is a Word?
- The word in Different Language
- Lexical Meaning 1111
- The Problem of non- Equivalence
- Collocation
- Collocation and Register

UNIT II – Translation

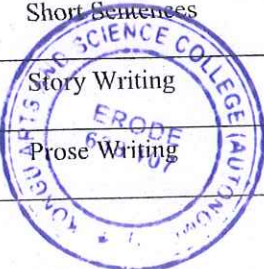
(8 Hrs.)

- Idioms and Fixed Expressions
- The direction of Translation
- The Interpretation of idioms
- The Translation of idioms: Strategies

UNIT III - Translation

(8 Hrs.)

- Vocabulary Translation
- Practical Conversation
- Short Sentences
- Story Writing
- Prose Writing



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



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UNIT IV - Content Writing

(8 Hrs.)

- The Development of Online Content Marketing & Writing
- Early Internet Content Culture
- Today: Google Says "Yes" to Quality Content
- The Idea of Good Online Writing
- Three Companies Relying on Good Writing to Grow Their Brands
- How Does Google Influence Online Writing?

UNIT V - Content Writing

(8 Hrs.)

- Going from a Writer to a Great Online Content Writer
- Let's Create the Seven Types of Online Content
- Web Content
- SEO & Web Content Writing
- Why Web Pages Will Always Need Fresh Updates
- How to Create Web Content

OUTCOMES:

- Students have a thorough understanding of the cultures (national and foreign) of their chosen languages in all their aspects: historical, geopolitical, economic, legal, social and artistic;
- Students have a command of mother tongue and foreign languages in both oral and written forms

Course Coordinator



Head of the Department

HEAD OF THE DEPARTMENT

Department of English

Kongu Arts and Science College (Autonomous)
Erode-638107

Principal

Dr. N. RAMAN

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