

# TRANSLATION FOR BUSINESS AND PUBLIC RELATIONS

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Translating business texts, advertisements, and public relations documents from English to Thai and Thai to English. Emphasis is placed on accuracy, cultural appropriateness, and suitability of the translations.




# COURSE OBJECTIVES

- Develop skills to accurately translate business and PR texts.
- Enhance understanding of cultural nuances in translation.
- Improve the ability to produce translations that are suitable for the target audience.
- Practice translating a variety of business and PR documents.



# ASSESSMENTS



1. Participation and Attendance: 10%
  2. Quizzes: 15%
  3. Translation Exercises: 20%
  4. Midterm Examination: 15%
  5. Final Project (Social Media Translation Campaign): 20%
  6. Final Examination: 20%
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# COURSE POLICIES

- Attendance: Regular attendance is mandatory. More than three unexcused absences may result in a lower grade. (Over five unexcused absences will result in elimination from the final exam)
- Participation: Active participation in class discussions and activities is required.
- Assignments: All assignments must be submitted on time. Late submissions will incur a penalty.
- Academic Integrity: Students must adhere to the university's academic integrity policy. Plagiarism or cheating will result in disciplinary action.

# COURSE OUTLINE

	Content
1	Introduction & Basic Principles of Translation
2	Features of Business Translation (EN-TH) & Business Correspondence
3	Financial & Legal Aspects (EN-TH) & Grammatical Nuances II
4	Advertising Translation: Principles & Strategies (EN-TH) & Slogans
5	Advertising Translation: Practical Application (EN-TH)
6	Public Relations Translation: Fundamentals (EN-TH)
7	Public Relations Translation: Advanced Topics (EN-TH) & Social Media
8	Advanced Case Studies & Quality Control / Miscellany of Translation
Midterm Examination	
9	Foundations of Business Translation (TH-EN) & Grammatical Nuances Revisited
10	Financial & Legal Aspects (TH-EN) & Ensuring Naturalness
11	Advertising Translation: Principles & Strategies (TH-EN) & Slogans Revisited
12	Advertising Translation: Practical Application (TH-EN)
13	Public Relations Translation: Fundamentals (TH-EN) & Social Media Revisited
14	Final Project Workshop: Social Media Translation Campaign & Advanced TH-EN Topics
15	Final Project Presentations & Course Synthesis
Final Examination	

# GOOGLE CLASSROOM

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# LINE GROUP

