Brooks Landing Transcreation Project

Documentary Team: Diana Rodriguez, Fawzi Ali, Monica Nair
Podcast Team: Lily Deng, Lisa Kim, Matthew Pugsley

Translation: Interpreting and Adapting

- Study translation process through readings and experimental translations in different media

- Had the unique opportunity to apply our skills to the community-engagement part of the course

Date	Topic	Readings and Assignments	Additional Notes
Th 1/18	Introduction		*Story of Your Life* (1998) / *The Arrival* (2016): https://www.youtube.com/watch?v=tFMo3UJ4B4g
T 1/23	Translation competence; viability	Pym (2003), Redefining translation competence in an electronic age, in defence of a minimalist approach **Rachel**	Bring an academic text in a language other than English, of which you will translate a few paragraphs into English in the next two weeks.
Th 1/25	Translation situations, tools, and choices	**Experimental translation 1.1**	
T 1/30	Translation editor; specialist translator	Heim & Tymowski (2006), *Guidelines for the translation of social science texts*. **Matthew**	Different models of collaborative translation
Th 2/1	Translation commentary: problems, strategies, and procedures	**Experimental translation 1.2**	
T 2/6	Corpus-based translation research 1: Discourse analysis in	Olohan (2014). Why do you translate? Motivation to volunteer and TED translation (esp. pp. 21-30) **Monica**	Before class: Watch either of these TED Talks and check out the subtitles/transcripts in both English and one language known or unknown [!] to you:

Community Partners

Work with community partners in the Brooks Landing area and paraprofessional consultants in Rochester to create final transcreation projects



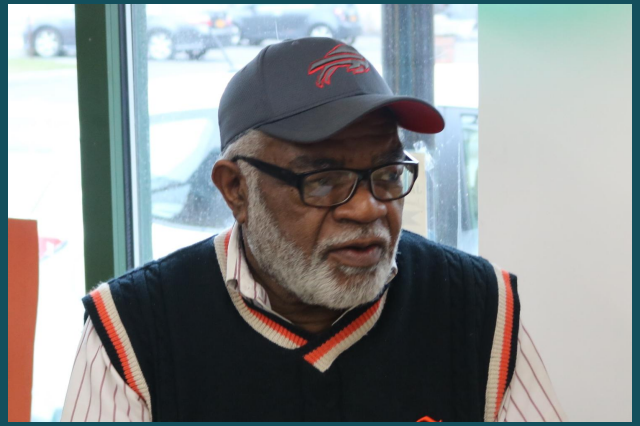
Maria Furgiuele
(Community Design Center Rochester)



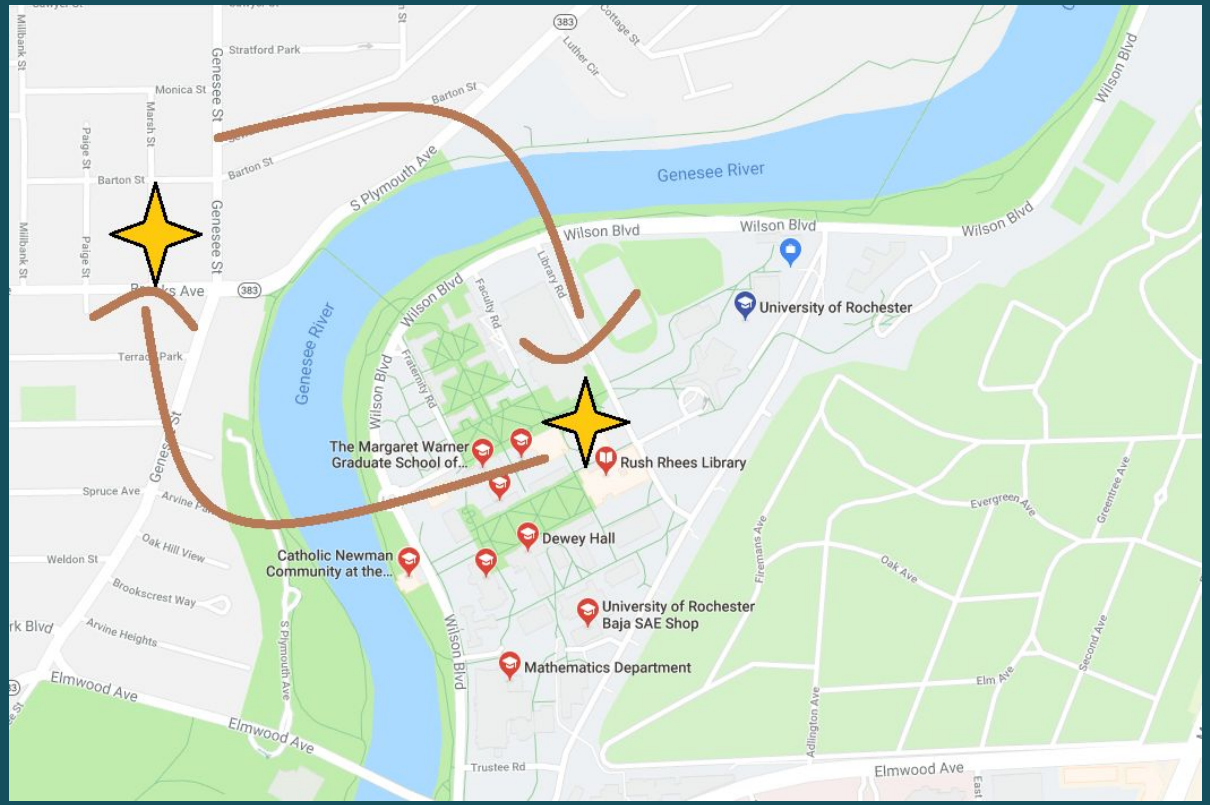
Wayne Luong (The Wok)



Dolores and Linford Hamilton
(D&L Groceries)



Goal/Mission



Field Visits

- Descriptive
- Reflective



THE WOK
FIELD VISIT



THE WOK
FIELD VISIT



THE WOK
FIELD VISIT



THE WOK
FIELD VISIT



D & L GROCERIES
FIELD VISIT



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SET-UP

The Set-up

- We conducted the interviews at our community partners' businesses
- We wanted to capture the day-to-day activities and be present in the experience by being in the physical space of their businesses
- Most importantly, while our questions served as a guideline, we kept our interviews conversational



THE WOK
SET-UP



THE WOK
SET-UP



THE WOK
SET-UP



THE WOK
SET-UP





D & L GROCERIES
SET-UP

Interview: Sample Questions

- What brought you to Rochester? Why the Brooks Landing area?
- What is your relationship like with the University of Rochester?
- Have you collaborated with the other business owners in Brooks Landing?
- How has the Brooks Landing area changed over the past few years in your perspective?



THE WOK
INTERVIEW



THE WOK
INTERVIEW



D & L GROCERIES
INTERVIEW

Production Process

Documentary

- Documentary structure
  - Context
  - Interview-driven narrative
  - Conclusions and further discussion
- Interviews
  - Maria Furgiuele (CDCR)
  - Dolores and Linford Hamilton (D&L Grocery)
  - Wayne Luong (The Wok)

Podcast

- Podcast Structure
  - Introduction
  - Interviews
    - Maria Furgiuele - Broader context of Rochester
    - Linford and Dolores Hamilton - Personal
    - Wayne Luong - Business
  - Conclusion

Documentary and Podcast

https://youtu.be/za3vvx_TB04

https://soundcloud.com/user-552087449/across-the-bridge

Publication

- Exposure
  - Website: http://swang.digitalscholar.rochester.edu/urban/
  - Orientation
  - Partners' Websites


GOLD CARD GIVES
YOU MORE REWARDS.
JUNIOR
KELLY
TOUGH
LIFE



Acknowledgements

Community Partners
Dolores Hamilton
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Arnett Library

Thank you!