



FACULTY OF ARTS
AND PHILOSOPHY



COMPUTER-ASSISTED LANGUAGE MEDIATION (CALM)

TECHNOLOGY FOR LANGUAGE PROFESSIONALS

Academic year 2023-2024



GHENT
UNIVERSITY



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COMPUTER-ASSISTED LANGUAGE MEDIATION (CALM)

The CALM postgraduate programme prepares students for a career in the language, translation and communication industry. Translation memory systems, terminology and data mining tools, speech recognition and machine translation are omnipresent in today's professional translation environments. Language and communication professionals increasingly rely on workflow and content management systems, authoring tools and desktop publishing software. Creating web pages and maintaining social media channels have become part of their fundamental skills set. As technology in learning and teaching becomes standard, language learning is supported by digital resources and communication technology applications.

The CALM postgraduate course focuses on the technological skills and tools that are required in today's information society. It complements language and communication degrees such as Masters in Translation, Interpreting, Multilingual Communication, Languages and Literature, Journalism Studies, Communication Studies, etc.

A close collaboration with companies is an integral part of the programme. Students get the opportunity to have a real-world connection by attending the guest lectures by a number of strategic collaborative partners. The three-month work placement provides an excellent opportunity for the students to gain relevant work experience and to put the acquired technological skills into practice.

Many of our graduates got job offers from leading companies in the language and communication industry, such as Yamagata Europe, Flow Technical Communication, CrossLang, and Hello Customer.

“In CALM, I liked the great variety of courses. As a translator, I was now able to get acquainted with other disciplines, like Desktop Publishing and Project Management. I was also very grateful for the opportunity of an internship, especially since it ended up being my full-time job.

Silke Cauwelier (CALM 2020-2021)

“Thanks to CALM I was introduced to a number of relevant aspects of the translation industry, which allowed me to start my job search full of confidence... I quickly found a full time job as a project manager in a translation company, where I apply my CALM knowledge on a daily basis.

Sarah Torfs (CALM 2016-2017)



CALM is an advanced and high-quality professional postgraduate programme that focuses on the technological skills and tools that are essential in today's language, translation and communication industry.

TARGET GROUP

CALM is designed for master's degree holders who are interested in a career in the language, translation and communication industry and who wish to develop their technological competences.

Candidates who do not hold a master's degree but have acquired the necessary competences through training or through relevant experience can also apply. They will have to demonstrate and submit proof of their elsewhere acquired competences or professional experience.

CALM is also intended for language professionals who wish to enhance their technological and digital skills.

COURSE STRUCTURE

The CALM postgraduate course is a one-year academic programme consisting of 60 credits. Depending on their interests, students select 8 modules (of 5 credits each) out of the 14 modules offered.

The modules are complemented by a 3-month work placement (20 credits) with a company in the language, translation or communication industry. Only students who have taken up 40 credits (8 modules) will be considered for the work placement.

All modules are taught in the first two trimesters of the academic year, followed by the work placement.

MODULES

DIGITAL COMMUNICATION MANAGEMENT

Having a solid background in digital communication and marketing is a key asset for language professionals. This course offers such a background by digging deeper into the three digital media types -owned, earned and paid media- and zooms in on topics such as digital marketing, search engine optimization, social media campaigning and web analytics. Students will not only study these topics in close detail, but they will also learn how to conceptualize and implement a social media and digital marketing campaign.

DIGITAL PUBLIC RELATIONS

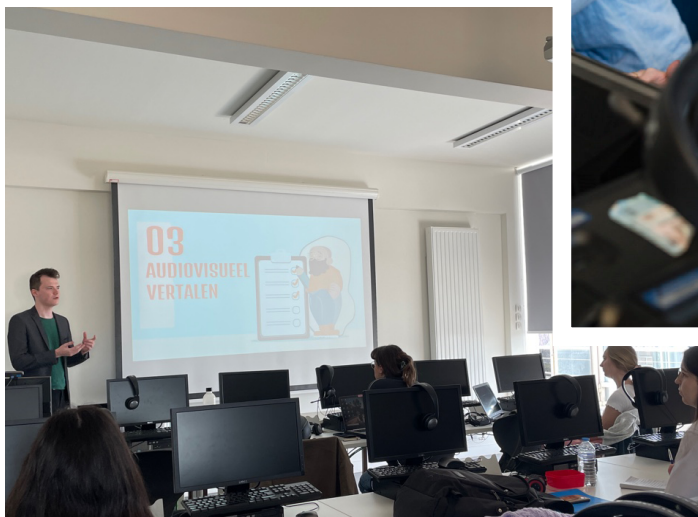
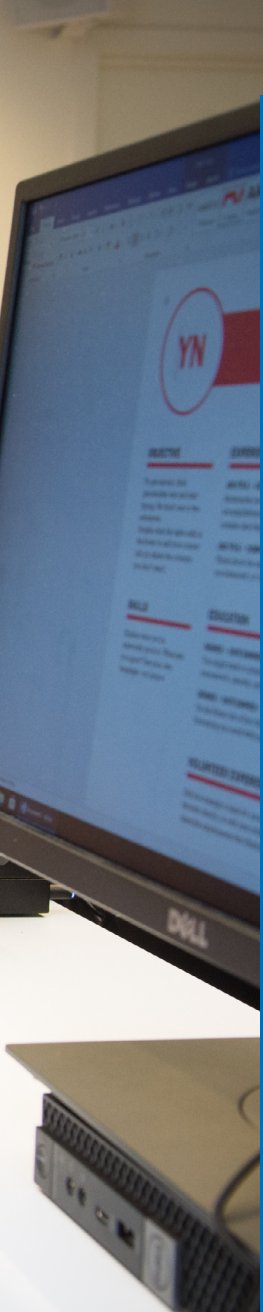
prepares students to become professionals in today's communication industry by introducing them to the most important topics regarding digital public relations. Students acquire both the knowledge and skills to strategically manage relationships with internal and external stakeholders. This course covers topics such as employee social media use, employee brand ambassadorship, authenticity on social media, the importance of dialogue and crisis communication.

TECHNICAL WRITING

covers the basics of technical communication. In hands-on sessions, students learn how to write technical documentation using the principles of clear, concise, and consistent writing while keeping the audience in mind. Students work with software used by professional technical writers, giving them a head start on the job market.

DESKTOP PUBLISHING

introduces students into the layout and page design software Adobe InDesign. Students acquire a solid background in color management, offset and digital printing and layout principles for magazine, business card, photo book and package design. The sessions are interactive and hands-on to allow students to maximize their experience with creating print and digital media. DTP skills are particularly relevant for language professionals who need to produce copy or translations directly in the target format to better match the text to the layout and to reduce production time.



ADVANCED WEBSITE MANAGEMENT

covers the whole process of building and maintaining a professional website driven by a content management system (CMS). It offers advanced insights in the entire website management process including the different roles involved, various technical aspects of coding and maintaining websites and databases while not ignoring good design and web writing practices.

PROJECT MANAGEMENT

covers the fundamentals of a good project during a two-day training where students acquire competences in project planning and monitoring, budget control and people management. In addition, professional tools that support project management activities are discussed and real-life project management experiences are shared by guest speakers. The training ends with a realistic role play where students develop their project management skills and gain relevant experience for the job market.

MACHINE TRANSLATION AND POST-EDITING

is a comprehensive course in which students first acquire a solid theoretical background. Different types of machine translation architectures and evaluation methods are discussed. The course also focuses on how machine translation can be integrated in a high-quality human translation production process. In hands-on sessions students learn to build their own customized MT system and learn to identify and tackle the typical post-editing challenges.

TERMINOLOGY AND TRANSLATION TECHNOLOGY

covers the fundamental principles of the theory of terminology and terminology management and familiarizes students with computer-based aids for translation, especially terminology extraction, terminology management and translation memory tools.

LOCALISATION

refers to the cultural adaptation and translation of digital content. The course covers the main concepts and technical aspects of localisation. Students learn to localise different sources of digital contents (software applications, including user interfaces and online help files, websites, games and e-learning content).

AUDIOVISUAL LANGUAGE TECHNIQUES

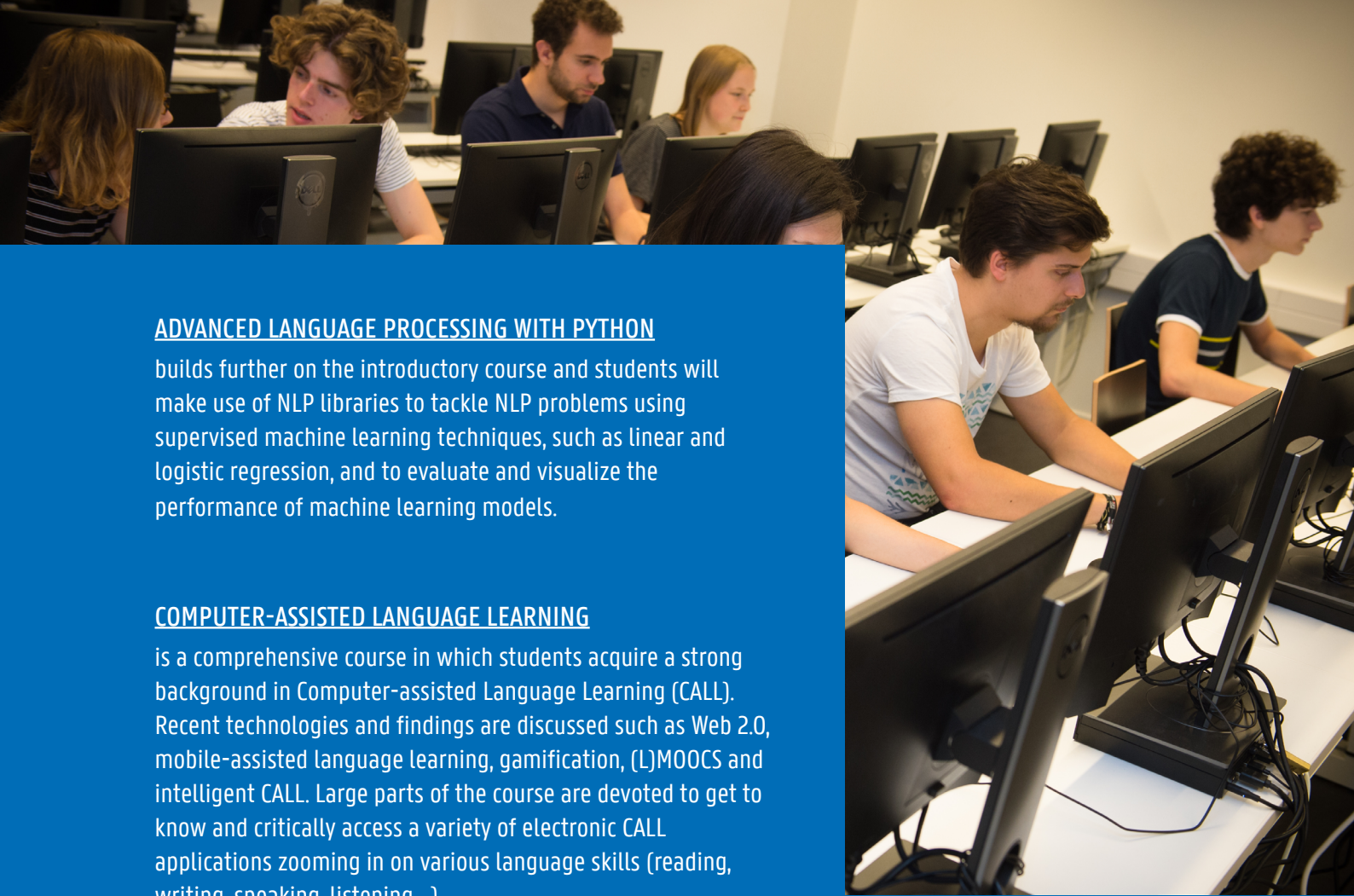
introduces students into the techniques required for different modes of audiovisual translation that increase access to various types of cultural content. In hands-on sessions, students learn how to produce intralingual and interlingual subtitles with professional software and to create audio descriptions. Furthermore, the course discusses recent technologies and scientific research that drive the automation of the field.

NATURAL LANGUAGE PROCESSING

covers the fundamentals of Natural Language Processing (NLP). By diving deeper into statistical techniques to analyse text, both at the syntactic and the semantic level, students will acquire insights into state-of-the-art methods to model language from a computational perspective. Several techniques (information extraction, machine learning, deep learning) are discussed to approach a wide variety of problems and applications, including sentiment analysis and emotion detection, event extraction, machine translation, and more.

INTRODUCTION TO LANGUAGE PROCESSING WITH PYTHON

offers an introduction to programming, focusing on automatic text processing. This course does not require prior knowledge of programming. Python is a popular programming language for natural language processing (NLP).



ADVANCED LANGUAGE PROCESSING WITH PYTHON

builds further on the introductory course and students will make use of NLP libraries to tackle NLP problems using supervised machine learning techniques, such as linear and logistic regression, and to evaluate and visualize the performance of machine learning models.

COMPUTER-ASSISTED LANGUAGE LEARNING

is a comprehensive course in which students acquire a strong background in Computer-assisted Language Learning (CALL). Recent technologies and findings are discussed such as Web 2.0, mobile-assisted language learning, gamification, (L)MOOCS and intelligent CALL. Large parts of the course are devoted to get to know and critically access a variety of electronic CALL applications zooming in on various language skills (reading, writing, speaking, listening,...).

INDIVIDUAL STUDY PROGRAMMES

Students who prefer not to enrol for the entire postgraduate can compose their own programme with one or more modules.

CAREER PROSPECTS

CALM is labour market oriented and is designed for master's degree holders who are interested in a career in the language, translation and communication industry. Students who complete the postgraduate course will have ample job opportunities as technical writers, language engineers, terminologists, project managers, e-learning developers, social media conversation managers, etc.

CALM also addresses language professionals who wish to refresh and update their technological skills.



PRACTICAL INFORMATION

APPLICATION PROCEDURE

→ INTERNATIONAL STUDENTS

Follow the UGent application procedure (www.ugent.be/admission) and additionally submit :

- a motivation letter (in English);
- a legalised copy of the basic diploma and its transcripts; the diploma and its transcripts must also be translated by a sworn translator into either Dutch, English, French or German, if they were drafted up in any other language.
- two recommendation letters. At least one letter should be from an academic referee (e.g. the university where the applicant has been studying); the second letter can also be provided by a company at which the applicant has been gaining work experience.

The International Admissions Desk will first verify all submitted documents and check whether the application is complete. In a second step, the CALM steering committee will examine all applications on an individual basis. Applicants that meet all requirements will be invited for an online interview.

Deadlines:

- For international students who need a visa: hand in application packages before April 1st 2023.
- For students who do not need a visa: hand in application packages before June 1st 2023.

The applicants will be notified of the outcome of their application and interview via e-mail. Once students have been accepted they will have to go through the administrative enrolment procedure.

→ STUDENTS WITH A DEGREE FROM A BELGIAN OR DUTCH UNIVERSITY

All applicants have to submit a motivation letter, a copy of the diploma obtained and its transcript of records via calm@ugent.be.

There are three deadlines for the submission of applications: July 24th 2023, August 15th 2023 and September 15th 2023.

After these deadlines, the CALM steering committee will examine all applications on an individual basis.

The applicants will be notified of the outcome of their application via e-mail. Once students have been accepted they will have to go through the administrative enrolment procedure, see also:

- www.ugent.be/inschrijven (for students with a Belgian degree);
- www.ugent.be/admission (for students with a Dutch degree).

LANGUAGE REQUIREMENTS

All teaching is carried out in English. Therefore, students must have sufficient fluency in written and spoken English (CEFR level B2) to cope with the course. For some translation-oriented courses (Terminology and Translation Technology, Localisation, Audio-visual language Techniques) knowledge of Dutch, French or German is also required.

TUITION FEE

Standard tuition fee (2023-2024): 2366 EUR.

Separate fees and procedures apply.

Tuition fees may vary depending on individual students' curriculum. More information:

www.ugent.be/student/en/administration/tuition.

GENERAL INFORMATION

<https://studiekiezer.ugent.be/en/zoek> > select the CALM study programme.

ACADEMIC YEAR

- Trimester 1: September 25th 2023
- Trimester 2: February 12th 2024
- Trimester 3: March 25th 2024 (work placement)

MORE INFORMATION

Contact: Christophe Wybraeke via calm@ugent.be.