



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Source And Target Text Adaptation Techniques Training

Communication Studies and Language / Communication Studies

Unit Standard 115015 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to adapt source texts for specific target audiences and purposes, ensuring effective communication across cultural and contextual boundaries. Participants will learn to analyze source material, apply adaptation techniques, and produce target texts that meet user needs while maintaining fidelity to the original intent.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	115015
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze source texts to identify key elements requiring adaptation for target audiences.
- Apply appropriate adaptation techniques, including simplification, expansion, and cultural adjustment.
- Evaluate the effectiveness of adapted texts against specified criteria and user needs.
- Design adaptation strategies for different text types, such as manuals, reports, and marketing materials.
- Implement quality assurance measures to ensure accuracy and appropriateness of adapted content.
- Demonstrate the ability to justify adaptation choices based on audience analysis and purpose.

WHO SHOULD ATTEND

- This course is designed for translators, editors, content creators, and communication professionals who need to adapt texts for diverse audiences, including those in corporate, academic, or government settings.

COURSE OUTLINE

Day 1: Foundations of Source and Target Text Adaptation

- Introduction to adaptation vs translation.
- The SAQA context and unit standard 115015.
- Key terminology: source text, target text, adaptation, localisation.
- Overview of adaptation techniques: transcreation, cultural substitution, borrowing, calque.
- Factors influencing adaptation: audience, purpose, genre, medium.
- Ethical considerations in adaptation.
- Introduction to text analysis for adaptation.

Day 2: Analysing Source Texts for Adaptation

- Text typologies and their adaptation requirements.
- Linguistic analysis: register, style, idioms, metaphors.
- Cultural analysis: references, humour, taboos, values.
- Pragmatic analysis: speech acts, implicature, politeness.
- Using text analysis models (e.g., Nord's model).
- Practical exercise: analysing a source text for adaptation needs.

Day 3: Adaptation Techniques for Linguistic and Cultural Transfer

- Techniques for idioms and fixed expressions.
- Adapting metaphors and similes.
- Handling wordplay and puns.
- Cultural substitution vs borrowing.
- Transcreation for marketing and advertising.
- Adapting humour and sensitive content.
- Case studies of successful adaptations.
- Practical workshop: adapting a short text.

Day 4: Adaptation for Different Media and Genres

- Audiovisual adaptation: subtitling and dubbing.
- Adapting for web and social media.
- Print media: brochures, manuals, literary works.
- Genre conventions: legal, medical, technical, literary.
- Space and time constraints in subtitling.
- Multimodal adaptation: integrating text, image, sound.
- Practical exercise: adapting a website or video clip.

Day 5: Quality Assurance and Revision in Adaptation

- Quality standards for adaptation (e.g., SAQA, ISO).
- Developing adaptation briefs and style guides.
- Revision techniques: self-revision, peer review, expert review.
- Checking for cultural and linguistic appropriateness.
- Handling client feedback and revisions.
- Tools for quality assurance: checklists, glossaries.
- Practical exercise: revising an adapted text.

Day 6: Technology and Tools for Adaptation

- CAT tools: SDL Trados, memoQ, Wordfast.
- Terminology management and glossaries.
- Using corpora and parallel texts.
- Machine translation and post-editing for adaptation.
- AI tools: ChatGPT, DeepL, and their limitations.
- Localisation platforms and workflow management.
- Practical session: using a CAT tool for adaptation.

Day 7: Professional Practice and Final Project

- Professional ethics in adaptation.
- Building a portfolio and marketing services.
- Client management and contracts.
- Final project: adapt a source text (e.g., marketing brochure, website excerpt) with full rationale.
- Peer feedback and group discussion.
- Course wrap-up and certification requirements.
- Action plan for further learning.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Mauritius
13 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	26 Aug 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 115015) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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