CATHOLIC UNIVERSITY
OF SANTIAGO DE GUAYAQUIL
FACULTY OF ARTS AND HUMANITIES
SCHOOL OF ENGLISH LANGUAGE

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English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil's website as a contribution to the internationalization of the campus

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FACULTY OF ARTS AND HUMANITIES

SCHOOL OF ENGLISH LANGUAGE

CERTIFICATION

We certify that this research project was presented by Hernandez Cruz, Maria Jose as a partial fulfillment for the requirements for a Bachelor of Arts Degree in English Language with a Minor in Translation.

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I**, María José Hernández Cruz**

HEREBY DECLARE THAT:

The Senior Project: **English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil website as a contribution to the internationalization of the campus**, has been developed based on thorough investigation, respecting the intellectual property rights of third parties regarding citations within the corresponding pages whose sources are included in the bibliography. Consequently, this work is of my full responsibility.

Under this statement, I am responsible for the content, truthfulness and scientific scope of the aforementioned paper.

Guayaquil, February 2017

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AUTHORIZATION

I, **María José Hernández Cruz**,

Authorize the Catholic University of Santiago de Guayaquil to publish this Senior Project: **English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil website as a contribution to the internationalization of the campus** in the institution's library. The contents, ideas and criteria in this paper are of my full responsibility and authorship.

Guayaquil, February 2017

AUTHOR

_____

María José Hernández Cruz

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First of all, I would like to thank God for his constant blessings and for whom I am sure was part of all my academic education.

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to contribute their effort and love.

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ABSTRACT

This graduation project is based on the annotated translation of the Catholic University of Santiago de Guayaquil website. The current website lacks of a efficient English content that limits the audience to Spanish-speaking audiences. The content of this graduation project comprises detailed and specific information which develops into chapters which organize and encompasses the research work and investigation about website internationalization and how translation and the aforementioned complement each other. Moreover, within these chapters, the concepts of translation, annotated translation, and how website internationalization boosts student mobility are stated. The information within the chapters also describes the translation methods and techniques used along the annotated translating process and analysis charts of the translator's choices and textual analysis are included. The most relevant conclusions that could be made after the completion of this graduation project were that it is important that academic Institutions provide bilingual websites in order to reach both Spanish-speaking and English-speaking foreign audiences. Also, it could be concluded that this contribution to the Catholic University of Santiago de Guayaquil's website would contribute to the Institution's internationalization among Anglo-Saxon countries and population thereby overcoming communication issues and boosting student mobility as well as market globalization within the educational field.

Key Words: website internationalization, annotated translation, student mobility, translation methods and techniques, market globalization, educational field.

1. INTRODUCTION

1.1 TOPIC AND JUSTIFICATION

Today translation is a field of work that encompasses not only a written level but also a technological level. Most information circulating on the web is not only presented in a native language of a specific country, but also has an alternative where translation takes place.

The key to website internationalization is to distribute information in such a way that it is known and consumed globally, not only by local people, but reaching every corner of the globe where all individuals speak and understand a common language, English. For this reason it is important to provide bilingual content, products and services which enable foreign users to become interested in market offers of all countries around the world.

The impact of bilingual websites among national and international levels is that it promotes globalization within online market. English-speaking internet users expect to find bilingual information that allows them to understand the services and products that are being offered.

Among the most important fields that are engaged with online market offers, Education is very dominant. Thousands of students around the world are interested in opening horizons and taking on new learning challenges that do not only provide them with instruction, but also allow them to have a different cultural experience. These academic offers include study programs where foreign students are welcomed in host universities in foreign countries that promote this alternative.

But how is that these students, who are interested in this academic offer, discover which universities foster this service? The answer is simple, through the web. And, what would happen if when browsing a particular university website, the information given is local and not bilingual? It is a fact that English is considered a lingua franca, and based on this fact is almost an obligation that Institutions/Universities adopt this modality of providing bilingual websites in order to internationalize their services.

English is globally known as a lingua franca. It is the third most widely-spoken language in terms of native speakers, but if people who speak it as a second language were counted, it is the most popular language in the world (Kroulek, 2016). Therefore it is essential that online information is presented bilingually where translation methods and techniques are employed.

Website Internationalization and Translation complement each other in that both aim to promote communication among individuals who use another language code and have different cultures. Within the world of translation there is a wide range of techniques that help to convey information to the target audience preserving the same purpose and effect of the source text. For this reason, it is important to analyze the content of the website to be translated and retrieve relevant information focus on the foreign audience interests.

Therefore, taking into consideration these acknowledgements, the Catholic University of Santiago de Guayaquil should implement a bilingual alternative for its website in order to reach international Anglo-Saxon audiences.

This graduation project aims to provide an accurate English alternative to the Catholic University of Santiago de Guayaquil's website, which would provide relevant information to both local and English-speaking users achieving the goal of internationalization.

For the development of the suggested English website, specific information was selected in order to guide the user through the historical review of the University as well as the mission, vision, objectives and the different academic services offered by this prestigious Institution.

2. PROBLEM

2.1 STATEMENT OF THE PROBLEM

The lack of an appropriate bilingual alternative of the academic services offered in the Catholic University of Santiago de Guayaquil's website. English has become predominant in the area of internationalization, so beyond written translation, it should also be consider the advancement of technology and the way it connects people, provide services, present educational information, etc. Currently, the Catholic University of Santiago de Guayaquil's website has a monolingual system for Spanish-speaking users. This unattended problem is avoiding the university to take part on the international Anglo-Saxon academic market and, as consequence, this issue is hindering English speaking users to get inform and participate in the different academic services offered by the Institution.

2.2 RESEARCH QUESTIONS

1. What would be the advantages of having a bilingual website?
2. What strategies or techniques are available for website translation?
3. What is the most relevant information of the Catholic University of Santiago de Guayaquil website for foreign audiences?

2.3 GENERAL AND SPECIFIC OBJECTIVES

2.3.1 General Objective

The general objective of this graduation project is to render an English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil's website, through the application of specific translation methods and techniques. It is important to develop this objective in order to cross language borders, promote academic services, establish, and boost student mobility as well as to increase market globalization within the academic field.

2.3.2 Specific Objectives

1. To present a comparative textual analysis between the Source text and Target Text .
2. To present descriptive charts that explain the translator's strategic decisions and translation choices in the rendering of the Target Text.
3. To emphasize the importance of having a bilingual website and the positive effects that comes along with website internationalization.

3. CONCEPTUAL FRAMEWORK

Before the Chapters are developed, some term's abbreviations need to be defined for a better understanding of the overall information:

ST: Source text. (Original text to be translated)

TT: Target text. (Translated text)

SL: Source language (the language in which the source text is written)

TL: Target language (the language to which the translated text is rendered)

TA: Target Audience (intended audience of the target text)

3.1 KEY WORDS DEFINITON

The following concepts were relevant to mention as to stablish the differences of each term and field.

3.1.1 WEBSITE INTERNATIONALIZATION

Internationalization could be defined as a process through which website design will be adaptable to different languages. The use of formats that do not establish barriers to different languages, writing systems, codes and other local conventions, are essential when it comes to internationalizing a website. (Anon, 2016)

This process demands the adaptation of content, services and software features into a language that is widely spoken and understood. Not all countries share the same language or culture therefore website internationalization seeks for a standard render that would cover these needs by using a lingua franca and neutral approach.

According to Noelia Corte (2002), "it is the process of identifying all the local information that appears on a website, meaning, the information that is dictated by the language and culture of the country where it was originally designed."

3.1.2 WEBSITE LOCALIZATION

Website internationalization differs with website localization in that this process seeks to adapt the website to a specific language and culture. Corte (2002) believes that it implies "much more than simply translating the content of the pages." Both the content and non-verbal features (images) must be translated and submitted to cultural adaptation.

The main objective of this particular strategy is that the users see the site as originally created in their mother tongue, so the culture and specific native language features must be taken into consideration when rendering the TT.

3.1.3 WEBSITE GLOBALIZATION

The main purpose of this strategy is to give access to all online users and ensure the functionality of the site. According to Moravia (2016), an enterprise which gives multilingual linguistic services for the world's leading brands in technology, "website globalization would improve the experience of visitors and increase the chances of the users remaining on the site, thus fulfilling the main purpose of the site, whether it is marketing, providing information or buying online."

The term globalization can be applied to people mobility, knowledge, or technology which in combination promotes the process of internationalization. Globalization employ to online market, consists of website design that can be used in different countries, with a minimum of changes and general standards.

3.2 REQUIREMENTS AND WEBSITE INTERNATIONALIZATION IMPORTANCE

3.2.1 STEPS FOR SUCCESSFUL WEBSITE INTERNATIONALIZATION

Website internationalization not only includes a process of translation, but a variety of steps to be followed in order to fulfill the purpose and needs of the TT and TA.

First of all, general and specific objectives must be established along with the target market and audience. When these requirements are set, the content and functionality of the website must be analyzed as well.

The functionality of the website and the user interface should be clearly separated. It is important to differentiate between what must be translated (what the user sees) and the functionality of the site. (Corte, 2002)

For the analysis of the website content and functionally, the following constrains should be taken into consideration:

➢ Website's target audience.

➢ User's interests.

➢ Marketing strategies: how the company will advertise services and/or products.

➢ Consider legal and register requirements in the target country.

3.2.2 SPECIFIC STANDARDS

In addition to the afore-mentioned considerations, the following standards should be taken into account:

Language	Refers to the language to be used according to the target country.

Updates	How the updates of the website are going to be held.
Content	The content should be eye-catching and relevant for the user.
Source text	The ST must be translated by a skilled translator who needs to render the appropriate terminology.
Quality Control	Linguistics: checking the translation quality, consistency of the text, terminology and style. Technical: verifying the operation of the site, using it with different operating systems, code verification, links, etc. Visual: checking the page layout and dialogs and texts dynamically generated. Functional: correct operation of the site with different networks, databases, browsers, etc.

Table 1.- Localization and Internationalization of websites
Source: Journal of Computer Assisted Translation: Translation, Technologies of Information and Communication
Retrieved from: http://www.raco.cat/index.php/Tradumatica/article/viewFile/29120/28954Nombre

3.2.3 IMPORTANCE OF WEBSITE INTERNATIONALIZATION

Internationalizing a website is a crucial decision that would lead to crossing borders and enter to competitive market beyond the boundaries of the home country. This alternative reflects into a convenient method that companies might implement in order meet these objectives, especially because when current growing market globalization makes this strategy even more increasingly necessary.

Marcelo Volmaro (2011), User Experience Specialist, states that "whether a multilingual product is planned to be release in order to increase global market share

or the company's global operational efficiency is trying to be increased by developing multilingual websites, website internationalization is a requirement to make either a reality." If the aim is to become viral in the internet, this strategy must be kept in mind.

The Web has become one of the main tools for disseminating information to a varied and large audience that requires simple and precise information. The data displayed to the user is composed of different parts that work together in a coordinated manner so that information is accessible and universal, that is, the parts that put together the Web must operate under any circumstances, in any country, with any language and culture. (Anon, 2016)

The decision of internationalizing a website is not simply a process of language change but an analysis of different variables such as the characteristics and peculiarities of the target country that, in turn, will introduce the product into international competitiveness. According to Emilio Blasco (2011), Marketing Consultant, "this action involves more than just selling in international markets, it is necessary to have long-term vision and accurate translation strategies that allow transmitting a clear message to the foreign recipient audience."

According to Paul Sawers (2011), Correspondent at VentureBeat: technology website, "the main objective of website internationalization is that all web designers and developers of the world need to think global from the start while they are constructing carefully crafted webpages."

For the development of website internationalization, it is important to identify the product strengths and the marketing approach/es. Moreover, recognize the weaknesses and improve them in order to enter global market successfully. Therefore, it is a combination of translation processes and marketing strategies.

3.3 TRANSLATION INFLUENCE ON WEBSITE INTERNATIONALIZATION

The definitions of the terms translation and annotated translation should be stated in order to analyze how translation and website internationalization complement each other.

3.3.1 DEFINITION OF TRANSLATION

Several concepts can be found in order to define translation:

The Oxford dictionary (2016), defines translation as "the process of translating words or texts from one language into another".

According to Peter Newmark (1988), English professor of translation at the University of Surrey and author of many Translation studies, "translation is rendering the meaning of a text into another language in the way that the author intended the text. Translation is an instrument of education as well as of truth precisely because it has to reach readers whose cultural and educational level is different from that of the readers of the original."

Sergio Viaggio (2006), Argentinean Interpreter and Translator, believes that "translation is a form of communication between human beings, and not simply an operation between languages or between oral and written texts."

Fareed Siddiqui (2014), Bachelor of Business Administration/Master of Business Administration//MPhil-Fin and PhD, defines translation as "the process of changing the language that is written or spoken in to another language. This process could also be defined as a word or phrase or text in another language that has a meaning equivalent to that of the original."

In short terms, translation involves communication as it interacts with different languages with the purpose of giving certain information required by a target audience. This complex process requires specific skills as the translator needs to choose the accurate translation procedures in order to render a piece of information that must include all the important and common linguistics features of the target culture, language and audience.

A good translation must be balanced, clearly communicating the ST's ideas. The author's style and intentionality is also embedded in the ST, characteristics that would be reproduced in the TT. However, if the translation is carried out incorrectly, the ST's Skopos and function would be loose along the process completely changing how people react to the TT.

3.3.2 DEFINITION OF ANNOTATED TRANSLATION

An annotated translation should include a brief analysis of general textual characteristics of both ST/TT and the relevant translation choices according to the techniques applied. This process should not be confused with a translation with footnotes, in usual practice, footnotes are best avoided.

3.3.3 RELATIONSHIP BEWTEEN TRANSLATION AND WEBSITE INTERNATIONALIZATION

Translation has become a useful tool for internationalization and breaking communication boundaries which are marked by the different languages around the globe.

Quality language translation aims to bridge the communication gap by helping companies reach a multivariate global audience by talking in a language their clients can understand and relate to. Translation services coupled with the rising online population offers a lucrative market that was no possible 20-30 years back. That is the reason why people have woken up to quality translation and its importance in this era of internationalization. (Anon, 2016)

The network has completely changed the business world, opening up infinity of possibilities that did not exist before. This useful tool in the day to day of people already reaches a third of the world population, or what is the same, to more than 2.4 billion people across the globe. (Mendez, 2013)

The continuing growth of internet and technology has facilitated the access to audiences, situated long distances away, thanks to effective translation. This fact has developed the need for translation in many fields such as education, science, tourism, trade and business, among others.

The translated version of a webpage represents the letter of presentation among international market. "Many companies that use Spanish in their websites recognize that they have encounter barriers when it comes to communicating with potential

clients in the English language, which has become the lingua franca for international business." (Anon, 2012)

With this scenario it is very viable that many enterprises and institutions have chosen website internationalization as key to improving their business. Good communication is the best tool to boost internationalization strategy

Teresa Álvarez (2014), a journalist specialized in online marketing, believes that "the development of an optimized website designed to generate a good user experience is a fundamental objective in the development of this strategy. The implementation of website internationalization is essential to achieve commercial success in the international setting of any business."

Moreover, the content offered in a website must be translated into a common language that general public understand and manage. The translation of sites despite of being a complex activity is a window to the world for the company or Institution that offers its services through this via.

For this reason, website translation must be performed by professionals and not by automated translation systems because skilled translators are going to render an effective and accurate target text with the necessary linguistics features so that it is understood by the target audience.

3.3.4 HOW WEBSITE INTERNATIONALIZATION BOOST STUDENT MOBILITY

The demand for higher education continues to grow as universities compete globally to attract undergraduate and/or graduate students. But, to what extent do students pursue their education abroad?

Scholar population seeks for new learning alternatives that are both educationally rewarding and satisfying on a personal level. . Globalization and internationalization among the field of education has taken big steps and continues to grow as times moves forward. The option of studying abroad is becoming a more regular activity nowadays; academic exchange is one of the multiple options that promote student mobility.

The online newspaper, 20Minutos (2012), reported that the UNESCO has developed an interactive map on university students mobility, based on the scholars enrolled in education programs in foreign countries. "According to these data, since 2012 more than 3.6 million university students around the world study in a country other than theirs, and the number seem to be increasing as it is more common for this group of young people to move to other countries during their formative period."

Cristina Crespi (2012), B.A. in Geography and Master in Cartography and Geographic Information Systems, confirmed this fact because "in the last 35 years there has been a significant increase in the number of students who decide to pursue their college careers outside their country of origin, generating mobility flows. The development of undergraduate and graduate programs offers is a growing business deal that represents approximately billions of dollars a year."

The marked increment on student international mobility reflects the immediate expansion of education worldwide. In almost a decade, this mobility has grown over 80%. Thereby, education has reached competitive market with the purpose of calling the attention of the scholar population around the globe via web.

3.4 TRANSLATION METHODS AND TECHNIQUES

This chapter describes the specific translation methods used along the translation process, and translation techniques based on the approach of the authors Peter Newmark, Jean Paul Vinay and Jean Darbelnet. These were applied in the rendering of the written material chosen from the Catholic University of Santiago de Guayaquil website.

3.4.1 TRANSLATION METHODS

➢ **Faithful Translation**

Newmark (1988), define this method as an "attempt to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical

structures. It attempts to be completely faithful to the intentions and the text-realization of the ST writer."

Most of the information presented in the Catholic University of Santiago de Guayaquil's website was based on facts and informative texts with the clear intention of giving updated information. Therefore, the ST author's intentionality was reproduced in the TT to keep the same text function without neglecting the context coherence that could have had another impact on the TT if translated literally. This type of method was carried out throughout the translation process.

> ### *Communicative Translation*

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. (Newmark, 1988)

Along with faithful method, commuticative translation method helped to trasnfer the original intention of the ST, rendering the TT it in such a way that would be comprenhensible to the TA. This method aims to trasmitt the message clearly, that sometimes is loose along translation.

This method was used when, within the content, the style of the SL (enbellishment of the text) gave the TT an akward or forced rendering. In those cases, the contextual meaning was giving in more TL natural syntax.

3.4.2 TRANSLATION TECHNIQUES

It is necessary to specify which translation techniques classifications were chosen as there are several proposals from different authors.

Vinay and Darbelnet explored the linguistic aspects of translation and presented a classification of translation techniques in their work Comparative Stylistics of French and English: A Methodology for Translation. This classification encompasses a vast amount and variety of techniques which were relatable to the TT production.

The following illustration encompasses Vinay and Darbelnet's classification chart.

Borrowing	Bulldozer (E) ⇒ Bulldozer (F)
Calque	Fin de semaine (F) ⇒ Week-end (E)
Literal translation	L'encre est sur la table (F) ⇒ The ink is on the table (E)
Transposition	Défense de fumer (F) ⇒ No smoking (E)
Crossed transposition	He limped across the street (E) ⇒ Il a traversé la rue en boitant (F)
Modulation	Encre de Chien (F) ⇒ Indian Ink (E)
Equivalence	Comme un chien dans un jeu de quilles (F) ⇒ Like a bull in a china shop (E)
Adaptation	Cyclisme (F) ⇒ Cricket (E) ⇒ Baseball (U.S)
Compensation	I was seeking thee, Flathead (E) ⇒ En vérité, c'est bien toi que je cherche, Ô Tête-Plate (F)
Dissolution	Tir à l'arc (F) ⇒ Archery (E)
Concentration	Archery (E) ⇒ Tir à l'arc (F)
Amplification	He talked himself out of a job (E) ⇒ Il a perdu sa chance pour avoir trop parlé (F)
Economy	Nous ne pourrons plus vendre si nous sommes trop exigeants (F) ⇒ We'll price ourselves out of the market (E)
Reinforcement	Shall I phone for a cab? (E) ⇒Voulez-vous que je téléphone pour faire venir une voiture? (F)
Condensation	Entrée de la garde (F) ⇒ To the station (E)
Explicitation	His patient (E) ⇒ Son patient / Son patiente (F)
Implicitation	Go out/ Come out (E) ⇒ Sortez (F)
Generalization	Guichet, fenêtre, devanture (F) ⇒ Window (E)
Particularization	Window (E) ⇒ Guichet, fenêtre, devanture (F)
Articularization	In all this immense variety of conditions,... (E) ⇒ Et cependant, malgré la diversité des conditions,... (F)
Juxtaposition	Et cependant, malgré la diversité des conditions,... (F) ⇒ In all this immense variety of conditions,... (E)
Grammaticalization	A man in a blue suit (E) ⇒ Un homme vêtu de blue (F)
Lexicalization	Un homme vêtu de blue (F) ⇒ A man in a blue suit (E)
Inversion	Pack separately […] for convenient inspection (E) ⇒ Pour faciliter la visite de la douane mettre à part […] (F)

Illustration 1.- Vinay and Darbelnet's translation procedures
Source: *Translation Techniques Revisited: A Dynamic and Functionalist Approach*
Retrieved from: https://ddd.uab.cat/pub/artpub/2002/137439/meta_a2002v47n4p498.pdf

In addition, some other techniques were used taking into consideration the TT needs. The techniques were taken from Peter Newmark's taxonomy of eighteen translation procedures explained in his work *A Textbook of Translation* (1998).

Translation procedures: transference, naturalization, culture equivalent, functional equivalent, descriptive equivalent, synonymy, through translation, shifts or transpositions, modulation, recognized translation, translation label, compensation, componential analysis, reduction, expansion, paraphrase, notes/additions and glosses, and deletion.

(Newmark, 1988)

Once the aforementioned classification charts were submitted, these list of specific techniques were used along the translation process of the Catholic University of Santiago de Guayaquil's website.

➢ *Borrowing*

Vinay and Darbelnet, (1995) define this technique as the process of taken a word directly from another language.

According to Joseph Philipson (2014), French/Spanish to English translator, this technique takes the word from the SL and maintains it in the target language.

➢ *Calque*

Calque occurs when a phrase or sentence from the ST is translated word by word keeping the SL syntax order.

➢ *Literal Translation*

Literal translation occurs when there is an exact structural, lexical, even morphological equivalence between two languages. (Vinay and Darbelnet, 1995)

This technique relies on the direct transfer of the SL text from into a grammatical and meaningful TL text. (Tadeusz, 2015)

➢ *Generalization vs. Particularization*

Generalization and particularization are synonyms for hypernym and hyponymy, respectively. Generalization is to translate a term for a more general one, whereas, particularization is the opposite. (Vinay and Darbelnet, 1995)

> ➤ *Concentration vs. Dissolution*

Concentration expresses a signified from the SL with fewer signifiers in the TL. Dissolution expresses a signified from the SL with more signifiers in the TL. (Vinay and Darbelnet, 1995)

> ➤ *Deletion*

The action of omitting words in the TT. The aim is to avoid redundancy that could be found in the ST. Deletion means dropping ST word(s) while translating.

> ➤ *Descriptive equivalence*

This technique refers to the equivalent meaning rendering in the TT, self-explanatory.

> ➤ *Cultural equivalence*

It means replacing a cultural word in the SL with a TL one. however, "they are not accurate" (Newmark, 1988)

> ➤ *Synonymy*

Rendering the nearest TL equivalent to an SL word in a specific context. This procedure is used when there is no clear one-to-one equivalent, when literal translation is not possible, and the word is not important in the text. (Newmark, 1988)

> ➤ *Notes/glosses*

When the translator supplies additional information in the translation. (Newmark, 1988)

4. METHODOLOGICAL APPROACH

This graduation project was developed based on the investigation of different sources regarding: website internationalization, website globalization, how translation and internationalization complement each other, how website internationalization boosts student mobility, translation methods and techniques.

Also, a comparative analysis was carried out through several charts which mention some textual analysis factors of the ST and TT as well as some specific suggested translation fragments which exemplify the techniques used along the translation process.

5. RESEARCH INSTRUMENTS

The research instruments used for this graduation project are based on Nord's model of text analysis in Translation, Vinay and Darbelnet's translation techniques classification which explore the linguistic aspects of translation and Peter Newmark's translation procedures taxonomy. Both the text analysis and techniques are stated in comparative charts.

6. FINDINGS

Nord (1991) stated, "If the translator has succeeded in producing a functional text conforming to the initiator's needs, the target text will be congruent with the TT skopos." In order to reproduce the same purpose and functionality in the TT some factors regarding text analysis must be determined to meet this goal. Keeping in mind these factors, Nord came up with a model that focused on specific parameters analysis for both ST and TT.

Based on this model, these factors were adapted to the TT functionality. The textual analysis of the Catholic University of Santiago de Guayaquil website's content was based on this set of questions:

Who transmits?	Sender of the text, either author or Institution name.
To whom?	Recipient, to whom the text is

		address.
What for?		Sender's intention
By which medium?		Medium or channel by which the text is communicated
Where? And When?		Place and time of text production reception
Why?		Motive, explain text production
In what function?		Function the text can achieve

Chart 2.- Nord's model of text analysis in Translation
Source: Nord (1991). Text analysis in translation: theory, methodology, and didactic application of a model for translation-oriented text analysis.
Retrieved   from:
https://books.google.com.ec/books?id=HaHTZ2IxIX4C&pg=PA39&hl=es&source=gbs_selected_pages&cad=2#v=onepage&q&f=false

6.1 ANALYSIS OF ST AND TT TEXTUAL FEAUTURES

	ST	TT
SENDER	Catholic University of Santiago de Guayaquil; unknown author.	Catholic University of Santiago de Guayaquil; author: B.A. English graduate with minor in translation.
INTENTION	referential intention, "inform the recipient about a certain information" (Nord, 1991)	Same as ST
RECIPIENT	Graduate and Undergraduate students	Graduate and Undergraduate students

	(Spanish-speaking people)	(English-speaking people)
MEDIUM	Electronic media; use of electronics to access the content; Internet. Digital media; webpages and websites; machine-readable format.	Static media; written texts; mainly print information.
PLACE AND TIME	Ecuador; not given.	Ecuador; 2016
MOTIVE	To advertise academic services offered in the Catholic University of Santiago de Guayaquil; to inform general audience about the Institution's historical review: mission; vission; objectives; structure.	TT produced to promote website internationalization among English-speaking audience; to render accurate TL content.
FUNCTION	Informative (facts)	Same as ST

6.2 ANALYSIS OF THE TRANSLATION TECHNIQUES

This analysis includes the translation technique, the specific word or phrase submitted to this technique, its context, the suggested translation and the analysis of the translator's decision.

Translation technique	Borrowing; Carry-over (Joseph L. Malone)
Specific word	CONUEP
Context	La Vinculación con la colectividad ha sido claramente debatida desde el Proyecto Misión de la Universidad Ecuatoriana para el Siglo XXI impulsada por el CONUEP (…)
Suggested translation National and International Affairs office-General Information. Paragraph 1. Line 2	National Affairs has been debated since the Ecuadorian University Mission Project for the XXI Century driven by **CONUEP** (…)

ANALYSIS	This Institutional acronym was directly borrowed to the TT as there is no equivalent term in the target language.

Translation technique	Borrowing
Specific word	CONESUP
Context	La tradicional extensión universitaria se modificó por los cambios en la Ley Orgánica de Educación Superior del Consejo Nacional de Educación Superior, CONESUP en el año 2000 (…)
Suggested translation National and International Affairs office-General Information. Paragraph 2. Line 2	The long-stablished university extension was modified due to changes in the Higher Education Act of the National Council of Higher Education, **CONESUP** in 2000 (…)
ANALYSIS	This Institutional acronym was directly borrowed to the TT as there is no equivalent term in the target language.

Translation technique	Calque
Specific word	Universidad Católica de Santiago de Guayaquil
Suggested translation	Catholic University of Santiago de Guayaquil
ANALYSIS	The same syntactical structure was kept in the TT. The term calque is borrowed from French verb *calquer* which means *to copy, to trace*. This means borrowing a word or phrase from another language while translating its components by literal, word-for-word translation.

Translation technique	Literal Translation
Context	Misión Generar, promover, difundir y preservar la ciencia, tecnología, arte y cultura, formando personas competentes y profesionales socialmente responsables para el desarrollo sustentable del país, inspirados en la fe cristiana de la Iglesia Católica.
Suggested translation About the university. Mission, Vission and objectives. Paragraph 1	Mission Generate, promote, diffuse and preserve science, technology, art and culture, educating competent and professional people socially responsible for a sustainable development of the country, inspired by Christian faith of the Catholic Church.
ANALYSIS	Direct transfer of word order and context into the TT. This was achieved thanks to the fact that Spanish and English share the same sentences structure.

Translation technique	Literal Translation
Context	Visión Ser una Universidad católica, emprendedora y líder en Latinoamérica que incida en la construcción de una sociedad nacional e internacional eficiente, justa y sustentable.
Suggested translation About the university. Mission, Vission and	Vission Being a Catholic university, entrepreneur

objectives. Paragraph 2	and leader in Latin America which influences the development of a national and international efficient, equal and sustainable society.
ANALYSIS	Direct transfer of word order and context into the TT.

Translation technique	Generalization
Specific word	mundo universitario
Context	(…) en un mundo universitario consciente de su función social frente a los problemas de la sociedad contemporánea.
Suggested translation About the university. Mission, Vission and objectives. Paragraph 3. Line 9	(…) in an **academic world** conscious of its social function upon the problems of contemporary society.
ANALYSIS	The term "academic" is broader than "university" as it encompasses all kinds of education training and in this way the target audience is given the idea that the academic services offered are not only undergraduate but graduate programs as well.

Translation technique	Particularization
Specific word	De esta ciudad
Context	Los cursos fueron dictados en el edificio del colegio nocturno "20 de abril", de los padres jesuitas, ubicado en la esquina de Eloy Alfaro 1955 y Manabí, de esta ciudad (…)
Suggested translation	Classes were taught in the Jesuit fathers'

About the university. Historical review. Paragraph 3. Line 6	night school "20 de abril", located in the address Eloy Alfaro 1955 and Manabí, ***in Guayaquil…***
ANALYSIS	The TA may not be familiar with the geographic area described in the TT. If the TT had not been particularized, there would have been a translation gap.

Translation technique	Particularization
Specific word	ponencias y proyecciones
Context	La Vinculación con la colectividad ha sido claramente debatida desde el Proyecto Misión de la Universidad Ecuatoriana para el Siglo XXI impulsada por el CONUEP - Consejo Nacional de Universidades y Escuelas Politécnicas- con diversas ponencias y proyecciones (…)
Suggested translation National and International Affairs office-General Information. Paragraph 1. Line 3	National Affairs has been debated since the Ecuadorian University Mission Project for the XXI Century driven by CONUEP (National Council of Polytechnic Colleges and Schools) with various **lectures and presentations** (…)
ANALYSIS	As in the example above, if the TT had not been particularized there would have been a mistranslation as the literal rendering of these terms does not transfer the original meaning of the ST contextual meaning.

Translation technique	Deletion
Specific Word	**Lcda.** Carolina Villacreses **/Ing.** Yadira Bello **/Psic.** Gabriela Icaza

Suggested translation	Ommit this abbreviations
ANALYSIS	The usage of degree abbreviations is more common among Latin American culture. Among English-speaking culture this characteristic is not necessary to be stated unless it refers to Master degrees (followed by the field of study. For example MA: Master of Arts) or PhD degree.

Translation technique	Concentration
Specific word	tienen por objeto
Context	Las Relaciones Internacionales tienen por objeto propender la internacionalización de la Universidad Católica de Santiago de Guayaquil (…)
Suggested translation National and International Affairs Office-International Relations Paragraph 3. Line 1	International Affairs **aim** to seek internationalization of the Catholic University of Santiago de Guayaquil (…)
ANALYSIS	Three words were reduced to one without affecting the ST word meaning.

Translation technique	Dissolution
Specific word	Posgrado
Suggested translation	Graduate Programs
ANALYSIS	The TL equivalent in composed of two words. The word "programs" conveys with the ST context that promote both Master and Specialization/Minor degrees.

Translation technique	Descriptive Equivalence
Specific word	Vinculación y Relaciones Internacionales
Suggested translation	National and International Affairs office
ANALYSIS	In this case, the translator seeks for an equivalent render as if translated literally it would cause confusion among the target audience. It was translated according to the ST context.

Translation technique	Cultural Equivalence
Specific word	Carreras
Suggested translation Distance Learning. Undergraduate level chart	Schools
ANALYSIS	This term was translated to a cultural equivalent TL word. If it has been translated literally it would have give an awkward/not natural rendering into the TT.

Translation technique	Synonymy
Specific word	preparación
Context	La Universidad Católica de Santiago de Guayaquil es un establecimiento de educación superior, que como tal tiene como finalidades esenciales la preparación de profesionales socialmente responsables.
Suggested translation About the university. Mission, Vission and objectives. Paragraph 3. Line 1	The Catholic University of Santiago de Guayaquil is an institution of higher education, whose essential purpose is *to educate* socially responsible professionals.

ANALYSIS	If this specific St word would have been rendered to its literal meaning, the ST context would have loss its original meaning. This synonym related word was chosen for the TT in order to reproduce the same meaning and intended purpose.

Translation technique	Synonymy
Specific word	petición
Context	Esta institución de educación superior fue creada el 17 de mayo de 1962, a petición de la junta pro universidad Católica (…)
Suggested translation About the University. Historical Review. Paragraph 1. Line 1	This higher education Institution was founded on May 17, 1962, as a *request* of the Pro- Catholic University board (…)
ANALYSIS	As in the previous example, the literal translation of this term has a different connotation so a synonym was chosen for the TT in order to reproduce the same meaning and intended purpose.

Translation technique	Glosses
Specific word	CONUEP
Context	La Vinculación con la colectividad ha sido claramente debatida desde el Proyecto Misión de la Universidad Ecuatoriana para el Siglo XXI impulsada por el CONUEP - Consejo Nacional de Universidades y Escuelas Politécnicas.
Suggested translation National and International Affairs office-	CONUEP *(National Council of Universities and Polytechnic Schools)*

General Information. Paragraph 1. Line 2	
ANALYSIS	The Institutional acronym was glossed and translated in order to avoid translation gap in the TT and TA.

Translation technique	Glosses
Specific word	PEDI
Context	El Plan Estratégico de Desarrollo Institucional, PEDI 2012-2016 (…)
Suggested translation National and International Affairs office-General Information. Paragraph 3. Line 1	The Strategic Institutional Development Plan, PEDI 2012-2016 (…)
ANALYSIS	The Institutional acronym was glossed and translated in order to avoid translation gap in the TT and TA.

7. CONCLUSIONS AND RECOMENDATIONS

After the completion of this graduation project it can be concluded that:

English is the "global language" of many fields such as business, politics, international relations, culture, education, etc. This language has had an exponential growth in recent years, despite of not being the official language of countries around the world. However, it is the language most often taught as a foreign or second language. It has been estimated that out of the roughly 6 billion people that are alive today about 350 million speak English (Vîlceanu, 2016), being the main reason why this language is consider a lingua franca.

It could also be concluded that is important that academic Institutions provide bilingual websites in order to reach both Spanish-speaking and English-speaking foreign audiences. This strategy will build a strong international image among online

competitive markets related to the educational field. It is recommended to analyze both the strengths and weakness that could be encounter among the implement of market and website internationalization. Also, it is important that expert field translators render the TL website as to assure a positive effect on the target audience. Automated translation system must be avoided.

At the same time, the content to be included in the translated website of academic Institutions must selective and present relevant information based on the audience interests incentivizing them to participate of the services offered. It is recommended that website designers, translators and Institutional staff work together and take strategic decisions that would introduce the Institution into international competiveness. Also, set goals and clear objectives of what to expect and include in a website and analyze the target market audience.

Finally, based on the research work carried out along the development of this graduation project, the translation of the Catholic University of Santiago de Guayaquil's website into an effective English rendering would contribute to the Institution's internationalization among Anglo-Saxon countries and population thereby overcoming communication issues and boosting student mobility as well as to market globalization within the educational field.

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APPENDIXES

**ENGLISH ANNOTATED TRANSLATION OF THE ACADEMIC
SERVICES OFFERED ON THE CATHOLIC UNIVERSITY OF
SANTIAGO DE GUAYAQUIL WEBSITE**

LA UNIVERSIDAD

RESEÑA HISTÓRICA

Esta institución de educación superior fue creada el 17 de mayo de 1962, a petición de la junta pro universidad Católica que presidía Mons. César Antonio Mosquera Corral, arzobispo de Guayaquil, el jurista Dr. Leonidas Ortega Moreira y el P. Joaquín Flor Vásconez S.J., que fueron sus autoridades fundadoras, como Gran Canciller, primer rector y consejero, respectivamente. El presidente Constitucional de la República, Dr. Carlos Julio Arosemena Monroy, mediante el respectivo Acuerdo Ejecutivo # 936, aprobó el estatuto, y el Ministerio de Educación Pública autorizó su funcionamiento por Resolución #1158.

En esa época, entre otras personalidades, actuaron en el Cuerpo Gubernativo el Dr. Santiago Castillo Barredo, el Ing. Francisco Amador Ycaza, Mons. Antonio Bermeo, Mons. Rogerio Beauger; el P. Jorge Mesía S.J., como Secretario del Cuerpo Gubernativo y el Dr. Fausto Idrovo Arcentales, secretario general. El Dr. Héctor Romero Menéndez (1962-66), el P. José Joaquín Flor (1862-65) y el Ing. Raúl Maruri Díaz (1862-63) fueron los decanos fundadores de Jurisprudencia, Filosofía e Ingeniería.

El 6 de junio de 1963, es decir, a los 19 días de haberse expedido el Acuerdo Ejecutivo, se inició el primer período académico de clases con las siguientes Facultades: Jurisprudencia, Ciencias Sociales y Políticas, Filosofía, Letras y Ciencias de la Educación y Ciencias Físicas y Matemáticas (Escuelas de Ingeniería Civil y Arquitectura). Los cursos fueron dictados en el edificio del colegio nocturno "20 de abril", de los padres jesuitas, ubicado en la esquina de Eloy Alfaro 1955 y Manabí, de esta ciudad, en donde funcionó hasta 1966 en que se inauguró el edificio principal en el campus universitario, situado en el Km. 1,5 de la avenida Carlos Julio Arosemena Tola.

En 1963 fue creada la Escuela de Economía, adscrita a la Facultad de Jurisprudencia. Posteriormente, el Cuerpo de Gobierno, en sesión del 18 de marzo de 1965, aprobó la creación de la Facultad de Economía.

En 1965 se creó la Facultad de Arquitectura (antes había funcionado como Escuela la adscrita a la Facultad de Ciencias Físicas y Matemáticas). En 1967-68 fueron creados el Instituto de Educación Técnica para el Desarrollo (Facultad desde 26-IX-77), con las Escuelas de Zootecnia y Electricidad y Telecomunicaciones, y la Facultad de Medicina. En 1969 se incorpora la Escuela de Trabajo Social (que funcionaba desde 1960 con auspicio del Club Rotario de Guayaquil. En 1970 se autorizó el funcionamiento del Instituto de Artes Aplicadas (hoy carrera de Diseño de Interiores) y en 1973 se incorporó a la Facultad de Ciencias Médicas, la Escuela de Enfermería "San Vicente de Paúl" (que había sido creada en 1974 por la Comunidad de las Hijas de la Caridad y venía funcionando en Quito).

En 1985 fue creada la Escuela de Ingeniería en Sistemas Computacionales en la Facultad de Ingeniería y, en el mismo año, se autorizó el funcionamiento del Consejo de Escuela de Derecho, en Jurisprudencia.

La Escuela de Graduados de la Facultad de Ciencias Médicas fue constituida en

octubre de 1986.

De acuerdo al estatuto vigente aprobado en el año 2001, las Carreras reemplazan a la denominación de Escuelas.

Mayores datos históricos del claustro se encuentran en las Memorias editadas en mayo de 2002, con motivo del XL aniversario institucional.

La Facultad de Especialidades Empresariales es creada en junio de 2003 para responder a la demanda empresarial de la formación de profesionales con nuevos perfiles, características específicas y competencias para la toma de decisiones innovadoras.

En el año 2005 se funda la Facultad de Artes y Humanidades que logró la Certificación ISO 9001-2008 que avala los estándares de calidad y mejoramiento permanente.

ABOUT THE UNIVERSITY

HISTORICAL REVIEW

This higher education Institution was founded on May 17, 1962, as a request of the Pro- Catholic University board presided by Archbishop of Guayaquil Bishop César Antonio Mosquera Corral as Chancellor, the jurist Dr. Leonidas Ortega Moreira as first Dean and Father Joaquin Flor Vásconez S.J. as Councilor, whom also were founding authorities. The Constitutional President of the Republic of Ecuador, Dr. Carlos Julio Arosemena Monroy, through the respective Executive Resolution # 936, approved the statute, and the Ministry of Public Education authorized its operation by Resolution # 1158.

At that time, among others figures, the Government Body was constituted by Dr. Santiago Castle Barredo, Francisco Amador Ycaza, Bishop Antonio Bermeo, Bishop Rogerio Beauger; Father Jorge Mesía SJ, as Registrar of the governing body and Dr. Fausto Idrovo Arcentales as General Registrar. Dr. Hector Romero Menendez (1962-1966), Father José Joaquin Flor (1862-1865) and Raul Maruri Diaz (1862-1863) were founders Deans of the faculties of Jurisprudence, Philosophy and Engineering.

On June 6, 1963, 19 days later of the issuance of the Executive Agreement, the first academic class period started with the following faculties: Jurisprudence, Social and Political Science, Philosophy, Literature and Educational Sciences, and Physics and Mathematics (Schools of Civil Engineering and Architecture). Classes were held in the Jesuit high school "20 de abril", located in the address Eloy Alfaro 1955 and Manabí, in Guayaquil, which was used until 1966 when the main building was inaugurated at the universitary campus, located at Av. Carlos Julio Arosemena Tola Km. 1.5

In 1963 the School of Economics was built, ascribed to the Faculty of Jurisprudence. On March 18, 1965 the Governing Body, during a meeting, approved the establishment of the Faculty of Economics.

In 1965 the Faculty of Architecture was built (which had been previously functioning as a School ascribed to the Faculty of Physics and Mathematics). Between 1967 and 1968 the Technical Education Development Institute was built (Faculty since September 26th, 1977), including the Schools of Zootechny, School of Electrical Engineering and Telecommunications, and the Faculty of Medicine. In 1969 the School of Social Work, which has been functioning since 1960 under the auspices of the Rotary Club of Guayaquil, joined in. In 1970, the Applied Arts institute received permission to operate (now known as the career of Interior Design) and in 1973 the Faculty of Medical Sciences joined in along with the School of Nursing "San Vicente de Paul" (which has been created in 1974 by the Daughters of Charity Community and had been operating in Quito).

In 1985, the School of Computer engineering was created in the Faculty of Engineering and in the same year the Law School Board received permission to operate in the Faculty of Jurisprudence.

The Graduate School of the Faculty of Medical Sciences was founded in October 1986.

According to the current statute approved in 2001, Careers replace the denomination Schools.

More historical data of the Academic Senate can be found in the Memoirs edited in May 2002, on the occasion of the 40th institutional anniversary.

The Faculty of Business Studies was created in June 2003 in order to meet the demand for training professionals with new profiles, specific characteristics and skills for making innovative decisions.

In 2005 the Faculty of Arts and Humanities achieved ISO 9001-2008 certification which guarantees quality standards and continuous improvement.

LA UNIVERSIDAD

MISIÓN, VISIÓN Y OBJETIVOS

Misión

Generar, promover, difundir y preservar la ciencia, tecnología, arte y cultura, formando personas competentes y profesionales socialmente responsables para el desarrollo sustentable del país, inspirados en la fe cristiana de la Iglesia Católica.

Visión

Ser una Universidad católica, emprendedora y líder en Latinoamérica que incida en la construcción de una sociedad nacional e internacional eficiente, justa y sustentable.

Objetivos

La Universidad Católica de Santiago de Guayaquil es un establecimiento de educación superior, que como tal tiene como finalidades esenciales la preparación de profesionales socialmente responsables a base de la investigación, conservación, promoción y difusión de la ciencia y de la cultura, haciendo énfasis en sus valores autóctonos con miras a lograr el mejor desarrollo y superación del hombre ecuatoriano en un marco de convivencia democrática, justicia social, paz creadora, respeto y exaltación a los valores y derechos humanos, asegurando al propio tiempo, de una manera institucional, la impronta de una genuina inspiración cristiana y el mensaje de Cristo, tal como es transmitido por la Iglesia Católica, la actuación comunitaria y trascendente, en un mundo universitario consciente de su función social frente a los problemas de la sociedad contemporánea, y el cumplimiento de su misión académica como Instituto de formación y cultura, abierto a todas las corrientes del pensamiento universal.

Para lograr estos objetivos la Universidad Católica de Santiago de Guayaquil:

1. Asumirá como institución su responsabilidad social
2. Velará porque la investigación, conservación, promoción y difusión de la ciencia, la técnica y la cultura se realicen de manera objetiva, y estará abierta, en la búsqueda de la verdad, a las distintas corrientes ideológicas.
3. Promoverá la democratización de la enseñanza, según las posibilidades institucionales que procurará acrecentar, y la constante superación de sus niveles académicos.
4. Tenderá a la formación integral del hombre, no solo científica\ y técnicamente capacitado, sino atento a las distintas dimensiones de lo humano.
5. Buscará el diálogo entre Ciencia y Fe. Para llevar a la práctica este diálogo la comunidad universitaria considera fundamental la realización de los estudios teológicos como materia básica para todos los estudiantes. El Departamento de Teología ofrecerá facilidades para dicho estudio y para el servicio pastoral.
6. Mantendrá siempre una actitud de autoanálisis que haga posible su permanente superación.

ABOUT THE UNIVERSITY

Mission, Vision and Objectives

Mission
Generate, promote, diffuse and preserve science, technology, art and culture, educating competent and professional people socially responsible for a sustainable development of the country, inspired by Christian faith of the Catholic Church.

Vission

Being a Catholic university, entrepreneur and leader in Latin America which influences the development of a national and international efficient, equal and sustainable society.

Objectives

The Catholic University of Santiago de Guayaquil is an institution of higher education, which essential purpose is to educate socially responsible professionals based on investigation, conservation, promotion and diffusion of science and culture, emphasizing their autochthonous values in pursuit of achieving better development and improvement of the Ecuadorian man in a framework of democratic coexistence, social justice, peace, respect and praise of human values and rights, ensuring at the same time, in an institutional way, the imprint of a genuine Christian inspiration transmitted by the Catholic Church, and community action, in an academic world conscious of its social function upon the problems of contemporary society, and the fulfillment of its academic mission as an Institute of education and culture, open to all currents of thought.

To achieve these objectives the Catholic University of Santiago de Guayaquil will:
1. Assume its social responsibility as an institution
2. Ensure that the research, preservation, promotion and diffusion of science, technology and culture are made objectively and, in the search for truth, will be open to different ideological currents.
3. Promote the democratization of education, according to institutional possibilities that seek to enhance, and a constant improvement of their academic levels.
4. Seek for integral formation of the human person, not only scientifically and technically skilled, but aware to different human dimensions.
5. Seek for dialogue between science and faith. In order to implement this dialogue, the university community considers essential the implementation of theological studies as a fundamental subject for all students. The Department of Theology provides facilities for this study and for pastoral work.
6. Always keep an attitude of self-analysis that will make possible its permanent improvement.

POSGRADO - MAESTRÍAS

Maestrías

Maestría en Gerencia en Servicios de la Salud Modalidad Presencial	RPC-S0-03-No.035-2015
Maestría en Administración de Empresas	RPC-S0-15-No.172-2015
Maestría en Arquitectura	RPC-S0-11-No.171-2016
Maestría en Derecho	RPC-S0-23-No.377-2016
Maestría en Telecomunicaciones	RPC-S0-23-No.378-2016
Maestría en Finanzas y Economía Empresarial	RCP-SO-31-No.563-2016

POSGRADO - ESPECIALIZACIONES

Especializaciones

Especialización en Medicina Familiar y Comunitaria	RPC-S0-02-No.006-2013

GRADUATE PROGRAMS

Masters Programs

Master of Health Services Administration in campus modality.	RPC-S0-03-No.035-2015
Master of Business Administration	RPC-S0-15-No.172-2015
Master of Architecture	RPC-S0-11-No.171-2016
Master of Law	RPC-S0-23-No.377-2016
Master of Telecommunications	RPC-S0-23-No.378-2016
Master of Managerial Economics and Finance	RCP-SO-31-No.563-2016

GRADUATE PROGRAMS

Specializations Programs

Specialization in Family and Community Health Care	RPC-S0-02-No.006-2013

EDUCACIÓN A DISTANCIA - OFERTA ACADÉMICA

1. Nivel Pregrado:

Carreras	Periodos	Título
Derecho	10	Abogado
Administración	9	Licenciado (a) en Administración
Marketing	9	Licenciado (a) en Marketing
Contabilidad y Auditoría	10	Licenciado (a) en Contabilidad y Auditoria
Administración de Empresas Turísticas y Hoteleras	9	Licenciado (a) en Administración de Empresas Turísticas y Hoteleras
Trabajo Social	10	Licenciado (a) en Trabajo Social

2. Calendario académico:

INDICACIONES GENERALES
• El calendario académico se compone de 2 periodos. • Cada periodo tiene una duración de 5 meses. • Periodo: Abril - Agosto y Octubre - Febrero • En cada periodo se entrega / adquiere: **1. Material bibliográfico.** **2. Sistema tutorial.**
Elaborado: Coordinación Académica

3. Requisitos:

REQUISITO DE MATRICULA
• Formulario de solicitud de matrícula, el mismo que se encuentra disponible en el portal de la universidad. • Copia notariada o copia autenticada del título de bachiller o acta de grado debidamente refrendado por el ministerio de Educación y Cultura. • 3 Fotos tamaño carné. • Fotostática de: 1. Cédula de Identidad 2. Certificado de votación 3. Cédula militar (sólo varones)

- Comprobante de pago de matrícula.
- Llenar el formulario de matrícula (al momento de presentar documentación).

Los extranjeros además presentarán:
- Fotocopia del pasaporte y del carné de legal residencia en Ecuador.
- Título de bachiller u otro equivalente otorgado por el país de origen, debidamente legalizado y reconocido, de acuerdo a la legislación ecuatoriana.
- Comprobante de pago de matrícula, de acuerdo a las tasas determinadas para extranjeros y/o sus exoneraciones.

Nota: Los documentos solicitados deberán ser entregados en una carpeta manila.

4. Solicitud de matrícula:

Descargar solicitud de matricula - Alumnos Nacionales

Descargar solicitud de matricula - Alumnos Extranjeros

5. Cuenta Bancaria:

Los alumnos del SED-UCSG que deban efectuar pagos por diferentes rubros, lo realizarán en la siguiente cuenta:

BANCO DEL PICHINCHA

El depósito deberá hacerse a nombre de: **Universidad Católica de Santiago de Guayaquil** - Sistema de Educación a Distancia

6. Régimen de Estudios:

El Sistema de Educación a Distancia ha adoptado la modalidad de periodos de estudios, de cinco meses de duración cada uno y un mes de vacaciones, por periodo.

Periodos de estudios
Abril - Agosto
Octubre - Febrero

DISTANCE LEARNING - ACADEMIC OFFER

1. Undergraduate level:

Schools	Semesters	Degree
Law	10	Lawyer
Administration	9	BA in Administration
Marketing	9	BA in Marketing
Accounting and Auditing	10	BA in Accounting and Auditing
Tourism and Hospitality Business Management	9	BA in Tourism and Hospitality Business Management
Social Work	10	BA in Social Work

2. Academic calendar:

GENERAL GUIDELINES
• The academic calendar consists of 2 periods. • Each period lasts 5 months. • Period: April to August and October to February • In each period is delivered / acquired: 1. Bibliographical material. 2. Tutorial Assignment system.
Develop by: Academic Coordination

3. Requirements:

REGISTRATION REQUIREMENT

• Registration application form which is available on the university website.
• Notarized or certified copy of high school diploma or degree certificate duly endorsed by the Ministry of Education and Culture.
• 3 ID-sized photos.
• Copy of:
    1. Identity card
    2. Voting certificate
    3. Military ID (men only)
• Tuition payment receipt
• Fill out the registration form (when submitting documentation)

Additionally, foreigners must submit:
- Copy of passport and identity card of legal residence in Ecuador.
- Bachelor's degree or an equivalent issued by the country of origin, duly legalized and recognized, according to Ecuadorian law.
- Tuition payment receipts, according to certain fees for foreign and / or its exceptions.

Note: The requested documents must be submitted in a manila folder.

4. **Application for registration:**

Download application for registration - National Students

Download application for registration - Foreign Students

5. **Bank account:**
   DES-UCSG (Distance Education System - Catholic University of Santiago de Guayaquil) Students who need to do payments for other expenses, it can be done to the following account:

BANCO DEL PICHINCHA

The deposit must be made payable to: **Catholic University of Santiago de Guayaquil** - Distance Education System

6. **Study Plan:**
   The system of Distance Learning has a five month long study plan for each semester and a month of vacation, per period.

Periods
April to August
October to February

EDUCACION CONTINUA

¿Qué es educación continua?

El Sistema de Educación Continua es un proveedor de servicios de actualización, desarrollo y fortalecimiento del talento humano que integra al reconocido claustro docente de la UCSG y a expositores internacionales para ofrecer tanto al sector público como al privado y a la sociedad en general, programas académicos de calidad certificada.

Tipos de servicios:

Cursos in house	Seminarios abiertos
Programas tipo diplomado	Asesorías en capacitación
Diagnóstico de necesidades	Diseño de propuesta de intervención

Contáctenos:

SISTEMA DE EDUCACION CONTINUA
Pbx: - 2206951 - 2206950 – 2209210
SISTEMA DE EDUCACION CONTINUA

NOMBRES	Cargo	CORREO	EXTENSIÓN
Mgs. Maria Eloisa Velasquez Pezo	Director de Educación Continua	maria.velasquez06@cu.ucsg.edu.ec	2940 2939
Mgs. Yanella Trinidad Encalada Lopez	Coordinador Académico	yanella.encalada@cu.ucsg.edu.ec	2940 2939
Lcda. Janet Auxiliadora Vargas Tauriz	Coordinador	janet.vargas@cu.ucsg.edu.ec	2940 2939
Srta. Joseline viviana ponce torres	Asistente 5	joseline.ponce@cu.ucsg.edu.ec	2940 2939

CONTINUING LEARNING

What is continuing learning?
The continuing learning system is a service provider of renovation, development and strengthening of human talent that integrates the renowned academic staff of the Catholic University of Santiago de Guayaquil and international exhibitors in order to offer both the public and private sectors and society in general, quality academic programs.

Types of services:

In house courses	Open seminars
Programs with certification	Academic advising
Needs assessment	Intervention proposal design

Contact us:

CONTINUING LEARNING SYSTEM
Pbx: - 2206951 - 2206950 - 2209210
CONTINUING LEARNING SYSTEM

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Joseline Viviana Ponce Torres	Assistant	joseline.ponce@cu.ucsg.edu.ec	2940 2939

BIENESTAR - INFORMACIÓN GENERAL

Alumnos nuevos o reingresos

Los estudiantes nuevos y/o que reingresen a la Universidad, deben tener en cuenta que antes de matricularse, después de la aprobación del Curso y/o Examen para el Ingreso, deberán entregar en carpeta manila los documentos solicitados para su registro por la Secretaría de su Carrera.

Después de matricularse, deben llenar la hoja de inscripción de las asignaturas que van a tomar. Para esto es necesario que llene en la página web (www.ucsg.edu.ec) la ficha técnica (socio-económica), siguiendo las instrucciones señaladas en el sistema.

FACULTAD/ SISTEMA	CONSEJERO/A ESTUDIANTIL	HORARIO DE ATENCION	CELULAR	MAIL	EXT
ARQUITECTURA	Psic. Gabriela Icaza G.	Lunes a viernes de 08h30 a 12h30	0995789063	maria.icaza02@cu.ucsg.edu.ec	1210
ARTES Y HUMANIDADES	Psic. Rocío Garcés F. Mgs.	Lunes a viernes de 08h00 a 10h00 y de 16h00 a 18h00	0997612046	yesenia.garces@cu.ucsg.edu.ec yerogafi@hotmail.com	2858
CIENCIAS ECÓNOMICAS Y ADMINISTRATIVA	Lcda. Carolina Villacreses E.	Martes, jueves y viernes de 09h00 a 13h00; y lunes y miércoles de 13H00 a 17H00	0998692497	patricia.villacreses@cu.ucsg.edu.ec karolina62v@hotmail.com	1626
CIENCIAS MÉDICA	Ing. Yadira Bello T. Mgs. Psic. Liliana Loor O.	Lunes a viernes de 12h00 a 16h00 Lunes a viernes de 08h30 a 12h30	0997898343	yadira.bello@cu.ucsg.edu.ec lilianaloor2001@yahoo.es	1849

ESPECIALIDADES EMPRESARIALES	**Psic. Débora Rodríguez A. Mgs.**	Lunes a viernes de 08h00 a 12h00	0986404003	debora.rodriguez @cu.ucsg.edu.ec debora30tatiana @gmail.com	5073
	Maricruz Matamoros Vargas	Martes a sábado de 9h00 a 13h00;	0995201570	maricruz_matamo ros@yahoo.com maricruz.matamor os@cu.ucsg.edu. ec	
FILOSOFÍA	**Lcdo. Leonardo Cerezo V.**	Lunes a viernes de 10h00 a 14h00	0984512763	leo.cevi@gmail.co m	1423
INGENIERÍA	**Lcda. Jacinta Rivera D.**	Lunes a viernes de 09H00 a 13H00	0999661323	jacinta.rivera@cu. ucsg.edu.ec jacintamelida@ho tmail.com	1005
JURISPRUDENCIA	**Psic. Beatriz Phillips Ampuero**	Lunes y miércoles de 16h00 a 20h00 y Martes, jueves y viernes de 08h30 a 12h30	0994292461	beatrizphillipsa@h otmail.com	2203
TÉCNICA	**Lcda. Angie Saab S.**	Lunes a viernes de 08h00 a 12h00	0987211868	angie.saab@cu.u csg.edu.ec	2012

STUDENT WELFARE DEPARTMENT- GENERAL INFORMATION

New students or readmissions

New students and/or students that are readmissioning to the University should consider that after approving the admission course and/or Examination and before enrolling, it must be deliver a manila folder with the documents requested for registration at the Faculty Registry Office of the career.

After enrolling, the student must complete the registration form of the subjects that are going to be taken. Therefore, it is necessary to fill in the data sheet at the website (www.ucsg.edu.ec) following the instructions on the system.

FACULTY	STUDENT ADVISOR	BUSINESS HOURS	CELL PHONE NUMBER	E-MAIL	EXT #
ARCHITECTURE	Gabriela Icaza G.	Monday - Friday 08h30 to 12h30	0995789063	maria.icaza02@cu.ucsg.edu.ec	1210
ARTS AND HUMANITIES	Rocío Garcés F.	Monday - Friday 08h00 to 10h00 and 16h00 to 18h00	0997612046	yesenia.garces@cu.ucsg.edu.ec yerogafi@hotmail.com	2858
ECONOMIC AND ADMINISTRATIVE SCIENCES	Carolina Villacreses E.	Tuesday, Thursday and Friday 09h00 to 13h00 Monday and Wednesday 13H00 to 17H00	0998692497	patricia.villacreses@cu.ucsg.edu.ec karolina62v@hotmail.com	1626
MEDICAL SCIENCE	Yadira Bello T. Liliana Loor O.	Monday - Friday 12h00 to 16h00 Monday - Friday 08h30 to 12h30	0997898343	yadira.bello@cu.ucsg.edu.ec lilianaloor2001@yahoo.es	1849

BUSINESS MANAGEMENT	Deborah Rodriguez A.	Monday - Friday 08h00 to 12h00	0986404003	debora.rodriguez@cu.ucsg.edu.ec debora30tatiana@gmail.com	5073
	Maricruz Vargas Matamoros	Tuesday - Saturday 9h00 to 13h00	0995201570	maricruz_matamoros@yahoo.com maricruz.matamoros@cu.ucsg.edu.ec	
PHILOSOPHY	Leonardo Cerezo V.	Monday - Friday from 10h00 to 14h00	0984512763	leo.cevi@gmail.com	1423
ENGINEERING	Jacinta Rivera D.	Monday - Friday from 09H00 to 13H00	0999661323	jacinta.rivera@cu.ucsg.edu.ec jacintamelida@hotmail.com	1005
JURISPRUDENCE	Beatriz Phillips Ampuero	Monday and Wednesday from 16h00 to 20h00 Tuesday, Thursday and Friday from 08h30 to 12h30	0994292461	beatrizphillipsa@hotmail.com	2203
TECHNICAL SCIENCES	Angie Saab S.	Monday - Friday from 08h00 to 12h00	0987211868	angie.saab@cu.ucsg.edu.ec	2012

Vinculación- información general

Comisión de Vinculación con la Colectividad y el Medio Externo

La Vinculación con la colectividad ha sido claramente debatida desde el Proyecto Misión de la Universidad Ecuatoriana para el Siglo XXI impulsada por el CONUEP - Consejo Nacional de Universidades y Escuelas Politécnicas- con diversas ponencias y proyecciones (1994 CONUEP-EB/PRODEC, volumen 2).

La tradicional extensión universitaria se modificó por los cambios en la Ley Orgánica de Educación Superior del Consejo Nacional de Educación Superior, CONESUP en el año 2000, con enfoque que involucra actores y sectores para responder a las demandas del desarrollo local y global.

La Comisión de Vinculación con la Colectividad y el Medio Externo (Comisión de Vinculación y Relaciones Internacionales), funciona en la Universidad Católica de Santiago de Guayaquil por creación del Consejo Universitario desde marzo 2002, evolucionando con diversas propuestas y acciones como instancia asesora y facilitadora acorde a nuestra estructura institucional.

En el Estatuto vigente de la UCSG (2008) se producen modificaciones en su estructura orgánica con un rediseño de la Comisión de Vinculación presidida por el Rector (Artículo 62) y delimitación de sus competencias (Artículo 63).

El Plan Estratégico de Desarrollo Institucional, PEDI 2012-2016, genera una nueva sistematización de los procesos universitarios promoviendo una concepción de la Universidad para el Desarrollo fundamentada en un enfoque sistémico que se traduce en una Planeación Global estableciendo un ámbito de Vinculación con la Colectividad que logra a través de la participación directa del Rectorado y las Direcciones de Planificación y Evaluación Universitaria conformar una instancia de integración entre los subsistemas de Formación, Investigación, Administrativo-Financiero, de Bienestar Universitario, y el Subsistema de Vinculación, componentes del Sistema de Gestión Universitaria.

El Subsistema de Vinculación se configura mediante cuatro procesos que interactúan entre sí y con los restantes subsistemas que configuran el Sistema de Gestión de la Universidad Católica de Santiago de Guayaquil, los que a su vez se encuentran en relación constante con el medio externo. Los procesos de vinculación institucional de los que se derivan los proyectos declarados en el Plan Estratégico son los siguientes:

- Fortalecimiento Institucional
- Cooperación para el Desarrollo
- Internacionalización
- Vinculación Académica

National and International Affairs office- General Information

National and International Affairs office

National Affairs has been debated since the Ecuadorian University Mission Project for the XXI Century driven by CONUEP (National Council of Polytechnic Colleges and Schools) with various lectures and presentations (1994 CONUEP-EB / PRODEC, Volume 2).

The long-stablished university extension was modified due to changes in the Higher Education Act of the National Council of Higher Education, CONESUP in 2000, with a new approach involving actors and sectors to meet the demands of local and global development.

National and International Affairs office, operates at the Catholic University of Santiago de Guayaquil since the establishment of the University Council on March 2002, which had been evolving with various proposals and actions as an facilitator and advisory entity consistent with our institutional structure.

There had been some modifications in the organizational structure of the current Statute of The Catholic University of Santiago de Guayaquil (2008) with a redesign of the Affairs Committee chaired by the Dean (Article 62) and with a delimitation of their competences (Article 63).

The Strategic Institutional Development Plan, PEDI 2012-2016, generate a new system of university processes promoting a conception of University Development based on a systemic approach that translates into a Global Plan establishing the area of National Affairs that through direct participation of the University Administration, and the Planning and Evaluation Department, integrates the Education, Research, Financial administration, Student Welfare subsystems, and Affairs Office, all part of the University Administration system.

The Affairs Subsystem is shaped by using four processes that interact with each other and with other subsystems that make up the University Administration system of the Catholic University of Santiago de Guayaquil, which in turn is in constant communication with the external environment. The processes of the Institutional Affairs Subsystem, which derive from the projects stated in the Strategic Plan, are the following:

- Institutional Strengthening
- Development Cooperation
- Internationalization
- Academic Affairs

Vinculación – Relaciones internacionales

Comisión de Vinculación con la Colectividad y el Medio Externo

La **Comisión de Vinculación y Relaciones Internacionales**, se encarga de elaborar las políticas del Subsistema de Vinculación de la Universidad Católica de Santiago de Guayaquil y de establecer vínculos con instituciones del sector público y privado; de acuerdo a los planeamientos, requerimientos o iniciativas de las autoridades de la universidad en el marco previsto de la institución.

La **Vinculación con la Comunidad** tiene por objeto buscar que la Universidad se involucre en los problemas de la comunidad para plantear alternativas de solución desde la Academia, con el fin de contribuir a lograr una mejor y más justa sociedad ecuatoriana. Esta Comisión, también tiene como misión el desarrollo de la cultura nacional y su difusión en los sectores populares. Así cumple con la misión de formar profesionales socialmente comprometidos.

Las Relaciones Internacionales tienen por objeto propender la internacionalización de la Universidad Católica de Santiago de Guayaquil; contribuir con el afianzamiento de vínculos internacionales en el campo académico y proyectos de investigación y desarrollo; y, difundir y promover dentro de la comunidad universitaria todos los proyectos de intercambio educativo, profesional y cultural.

National and International Affairs Office- International Relations

National and International Affairs office

The National and International Affairs Office is responsible for developing the policies of the Affairs Subsystem of the Catholic University of Santiago de Guayaquil and also establishes connections with institutions from the public and private sector; all of these in accordance with the plans, requirements or initiatives of the university authorities in the framework provided by the institution.

National Affairs aims to get the University involved in the problems of the community in order to suggest alternative solutions from the Institution, so to contribute to a better and fairer Ecuadorian society. It also has as mission the development of national culture and its dissemination in the popular sectors. Therefore, fulfilling the mission of being socially committed professionals.

International Affairs aim to seek internationalization of the Catholic University of Santiago de Guayaquil; to contribute to the strengthening of international affairs in the academic field and, research and development of projects; and to disseminate and promote all projects of educational, professional and cultural exchange within the university community.

Vinculación – Contáctenos

CONTACTO

Departamento	Comisión de Vinculación y Relaciones Internacionales
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País	Ecuador
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Sitio web	www2.ucsg.edu.ec / VINCULACIÓN

COMISIÓN DE VINCULACIÓN Y RELACIONES INTERNACIONALES

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National and International Affairs office - Contact Us

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DECLARACIÓN Y AUTORIZACIÓN

Yo, **Hernández Cruz, María José**, con C.C: # **0926073537** autor/a del trabajo de titulación: **English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil website as a contribution to the internationalization of the campus** previo a la obtención del título de **Licenciada en Lengua Inglesa con mención en Traducción** en la Universidad Católica de Santiago de Guayaquil.

1.- Declaro tener pleno conocimiento de la obligación que tienen las instituciones de educación superior, de conformidad con el Artículo 144 de la Ley Orgánica de Educación Superior, de entregar a la SENESCYT en formato digital una copia del referido trabajo de titulación para que sea integrado al Sistema Nacional de Información de la Educación Superior del Ecuador para su difusión pública respetando los derechos de autor.

2.- Autorizo a la SENESCYT a tener una copia del referido trabajo de titulación, con el propósito de generar un repositorio que democratice la información, respetando las políticas de propiedad intelectual vigentes.

Guayaquil, febrero de 2017

f. _____

Nombre: **Hernández Cruz, María José**

C.C: **0926073537**

REPOSITORIO NACIONAL EN CIENCIA Y TECNOLOGÍA
FICHA DE REGISTRO DE TESIS/TRABAJO DE TITULACIÓN

TÍTULO Y SUBTÍTULO:	**English annotated translation of the academic services offered on the Catholic University of Santiago de Guayaquil website as a contribution to the internationalization of the campus**
AUTOR(ES)	**Hernández Cruz, María José**
REVISOR(ES)/TUTOR(ES)	**De Abreu Ferreira, José Antonio**
INSTITUCIÓN:	Universidad Católica de Santiago de Guayaquil
FACULTAD:	**Facultad de Artes y Humanidades**
CARRERA:	**Licenciatura en Lengua Inglesa**
TITULO OBTENIDO:	**Licenciada en Lengua Inglesa con mención en Traducción**
FECHA DE PUBLICACIÓN:	**Febrero 2017** **No. DE PÁGINAS:** **65**
ÁREAS TEMÁTICAS:	**Traducción, Lingüística**
PALABRAS CLAVES/ KEYWORDS:	Website internationalization, annotated translation, translation and internationalization, translation methods and techniques, global academia market, international users, academic services.

RESUMEN/ABSTRACT: This graduation project is based on the annotated translation of the Catholic University of Santiago de Guayaquil website. The current website presents a monolingual system that limits the audience to local users and does not give the international status that the Institution is seeking. The conceptual framework was divided by Chapters which organize the content in the following way: the first Chapter encompasses the investigation of key words such as website internationalization, website localization, website globalization. The second Chapter describes the steps for successful internationalization of a website, along with some specific standards and the importance of website internationalization. Moreover, the content of the third Chapter has a clear conceptualization of translation, annotated translation, the relationship between translation and internationalization and how website internationalization boosts student mobility. The fourth Chapter describes the translation methods and techniques used along the annotated translating process. Finally, the fifth Chapter includes the analysis of some of the translator choices within the translation process. The most relevant conclusions that could be made after the completion of this graduation project were that it is important to generate a bilingual website in order to open the window to international users and academic market. Also, it could be concluded that this contribution to the Catholic University of Santiago de Guayaquil website would boost internationalization and would introduce the institution to global academic market with an accurate translation of its academic services.

ADJUNTO PDF:	☒ SI	☐ NO
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