

**B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023**  
**SEMESTER 4 : MASS COMMUNICATION AND JOURNALISM MODEL - I**

**COURSE: 19U4CPBCJ04: LANGUAGE AND TRANSLATION STUDIES**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. ----- process involves replacing the original or source audio track with recorded audio (dialogue) in another language.
2. ----- is the process of transcribing a speech to obtain a written text.
3. Situations in translating where there is no equivalent for any particular term or concept are defined as -----.
4. Translate the word *advertisement*.
5. Name two elements of paralanguage.
6. Darwin called the evolution of language as -----.

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. Define ideology.
8. Who are Language Service Providers ?
9. What is audio-visual translation?
10. What is a language pair?
11. Translate: Education is an investment for the future.
12. Explain Pooh-pooh theory.
13. What is interpretation?
14. Translate: This country is safe from attack.
15. Explain discontinuity theory.
16. Why is it important to adapt your messages to the interests of local audiences?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Elaborate on the five principal types of journalism.
18. What are the problems in Audio-visual translation?
19. Discuss the three qualities of a symbol.
20. Discuss the interplay between source language and target language in achieving an acceptable translation.
21. "On Sunday, former US President Donald Trump said that he will never return to Twitter. The statement comes a few days after Tesla CEO Elon Musk had said that if his deal with Twitter becomes successful, he will reverse Trump's ban from the social media platform. Musk has repeatedly said he wants to promote free speech on twitter". **Translate into a regional language of your choice.**

22. Write a short note on audio-visual translation.
23. What is Calque and Loan translation?
24. How is language modernised for media?

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Discuss imitation, adaptation, interpretation and paraphrasing in relation to translation. What methods, in your opinion do, supplement the act of translation best? Explain.
26. Differentiate between verbal and non-verbal communication in linguistics. Explain the role of paralanguage in it.
27. Discuss the significance of cultural clarity in translation.
28. Discuss the various ways of translating a movie for different target audience. Explain the benefits and drawbacks using examples.

**(15 x 2 = 30)**