

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 4 - MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U4CPBCJ04 - LANGUAGE AND TRANSLATION STUDIES

(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. Name two elements of paralanguage.
2. ----- is understood to mean knowledge of more languages than a native language.
3. ----- is considered as the fastest mechanism of expressions.
4. An ----- is someone who repeats the message but in a different language.
5. Translate "to conclude".
6. ----- is the study of signs and sign-using behaviour.

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What are the two principal choices the translator has in translating titles?
8. What are the two different notions of creative use of language according to Noam Chomsky?
9. What are intertitles ?
10. How does the idea natural selection come into play in the evolution of language?
11. Discuss the referential function of language.
12. Define target Language.
13. What is imitation in translation?
14. Translate: *His explanation was not satisfactory.*
15. Translate: *The news spread like wildfire.*
16. Define dubbing.

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Explain the term media linguistics.
18. How do we globalise audiovisual content?
19. Egypt's government has agreed to buy half a million tonnes of wheat from India, Egyptian Supply Minister Aly Moselhy told Reuters on Sunday. Egypt, one of the world's biggest wheat importers, is looking for alternatives to Black Sea grain exports which face disruptions caused by Russia's invasion of Ukraine, both major wheat exporters to Egypt. We have agreed to buy half a million tonnes from India, Moselhy said. **Translate into a regional language of your choice.**
20. What are the steps involved in dubbing for movie translation?
21. Write a short note on translation and ideology.
22. Explain in detail Roman Jakobson's approach on translation process.

23. Explain the importance of a script in movie and the need for a proper adaptation of it.
24. Explain localisation with examples.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss the significance of cultural clarity in translation.
26. How can movies and advertisements be adapted for foreign audience? Cite examples from your own experience and illustrate.
27. Discuss the different views on the origins of language.
28. Discuss the challenges in journalistic translation.

(15 x 2 = 30)