

**B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025**  
**SEMESTER 4 : MASS COMMUNICATION AND JOURNALISM MODEL - I**  
**COURSE : 19U4CPBCJ4 : LANGUAGE AND TRANSLATION STUDIES**

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. According to Dryden, ----- is the only way of translation where the translator can use creativity.
2. The development of the visual aspect of human communications as a parallel discipline to literacy and numeracy is referred to as -----.
3. Darwin called the evolution of language as -----.
4. The translation process in the advertisement includes translation of ----- signs into ----- signs.
5. For the translation to be 100% effective, the translator should be experienced and truly knowledgeable about the ----- of the text.
6. Give another word in your regional language of choice for *justification*.

**(1 x 6 = 6)**

**PART B**

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

7. What is linguistic untranslatability?
8. How does the idea natural selection come into play in the evolution of language?
9. What is called paralanguage?
10. What are intertitles ?
11. State the term equivalence in translation?
12. Translate: San Francisco is only one-tenth as populous as New York.
13. What should the language of a column reflect?
14. Translate: *His explanation was not satisfactory*.
15. What is fidelity in translation?
16. Define untranslatability.

**(2 x 7 = 14)**

**PART C**

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

17. Discuss narrative and conversational languages, with examples.
18. The most important difference between journalism and other forms of non-fiction writing is the idea of objectivity. Explain.
19. Distinguish between verbal communication and non-verbal communication?
20. How do we globalise audiovisual content?
21. Compare and Contrast Calque and Loan translation in terms of their impact on language structure, Vocabulary and Cultural identity.
22. "Media linguistics should prioritize the study of language and power dynamics in media representation." Discuss.

23. 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.**
24. Write a short note on translation and ideology.

**(5 x 5 = 25)**

**PART D**

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

25. Explain how language is used in media?
26. Discuss the various ways of translating a movie for different target audience. Explain the benefits and drawbacks using examples.
27. Discuss the link between faithfulness, equivalence, creativity and translation.
28. Discuss imitation, adaptation, interpretation and paraphrasing in relation to translation. What methods, in your opinion do, supplement the act of translation best? Explain.

**(15 x 2 = 30)**