



**QP CODE: 21101010**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) EXAMINATION, MARCH 2021**

**Fourth Semester**

B.A Mass Communication and Journalism Model I

**Complementary Course - MC4CMT20 - LANGUAGE AND TRANSLATION STUDIES**

2017 Admission onwards

2BA657E5

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define phonology.
2. Define the term 'gradation' in visual language.
3. Explain the term secondary sender.
4. Define Paradigmatic equivalence.
5. Define Textual (syntagmatic) equivalence.
6. Describe source language.
7. Define the term converged journalists.
8. Explain CAT tools.
9. Define lip sync.
10. Define closed subtitles.
11. Define ad translation.
12. Define yo-he -ho theory.

(10×2=20)



### **Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Describe the significance of semiotics.
14. Explain how appearance deals with the communication role.
15. Discuss the social use of space in a communication.
16. Describe the three types of machine translation.
17. Describe the challenges in dubbing a film to another language.
18. Explain the simple steps in translation.
19. Explain why Localisation is important in media translation.
20. Explain the important things to be taken care while handling film adaptations.
21. Describe the elements to be noted while translating an advertisement.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the use of semiotics in advertising.
23. Describe the importance of finding reliable translators for different situations with examples.
24. Explain the role of Socio-cultural and Politico-legal components in preparing and translating advertisements.
25. List the demerits of word by word translation with examples.

(2×15=30)

