

QP CODE: 20101010



Reg No : .....

Name : .....

**BA DEGREE CBCS EXAMINATION, MARCH 2020**

**Fourth Semester**

BA Mass Communication & Journalism

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

2017 Admission Onwards

129E5A3A

Time: 3 Hours

Marks: 80

**Part A**

*Answer any **ten** questions.*

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

1. Define Chronemics.
2. Define the term 'unity' in visual language.
3. Explain the meaning of secondary communication.
4. Define the term 'equivalence'.
5. Define Translatability.
6. Explain time code in.
7. Define sources.
8. Define Machine translation.
9. Define mode.
10. Explain the types of oral translation.
11. Define localization.
12. Define ding- dong theory.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Examine verbal communication.
14. Explain the different types of balance in visual language.





15. Discuss the uses of nonverbal communication.
16. Make a short note on the concept that words and structures by the language user is influenced strongly by features of the situation.
17. Distinguish between dubbing and subtitling.
18. Discuss how you make sure that the information is accurate when you don't speak the language of your source.
19. Explain the skills needed for a good translator.
20. Discuss the future of machine translation.
21. Explain the types of subtitles.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Discuss main types of translation.
23. List the scope and uses of semiotics in mass media.
24. Discuss the statement, 'localisation is very important in translation of advertisement'.
25. Discuss the challenges faced in translating Idiomatic language.

(2×15=30)

