



QP CODE: 24021309



24021309

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR EXAMINATIONS, APRIL 2024

Fourth Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC4CMT20 - LANGUAGE AND TRANSLATION STUDIES

2017 Admission Onwards

10D3E5E5

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define pragmatics.
2. Explain the term verbal communication.
3. Explain the meaning of secondary communication.
4. Explain the term secondary sender.
5. Explain the term Idiomatic language.
6. Describe source language.
7. Explain news tools.
8. Define mode.
9. Define one-to-many equivalence.
10. Define open subtitles.
11. Define localization.
12. Define pooh- pooh theory.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the Darwinian approach in language origin.
14. Examine the use of time in communication.





15. Discuss the social use of space in a communication.
16. Examine how translation of literature is fundamentally different from other categories.
17. Describe why we cannot afford to be cynical about the role of machines in translation.
18. Describe the challenges of translation for newspaper.
19. Explain the skills needed for a good translator.
20. Discuss the issues of cultural untranslatability.
21. Explain the types of subtitles.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe the three forms of translation and the challenges faced during the translation process.
23. List the different types of subtitling and its pros and cons.
24. Explain the role of Socio-cultural and Politico-legal components in preparing and translating advertisements.
25. Make a critique on the translation process of literary texts.

(2×15=30)

