

19101551



19101551

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, APRIL 2019

Fourth Semester

B.A. Mass Communication and Journalism

Complementary Course IV : MC 4CM T20—LANGUAGE AND
TRANSLATION STUDIES

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any **ten** questions.
Each question carries 2 marks.*

1. Define Translation.
2. What is Semiotics ?
3. Identify two differences in verbal and non-verbal communication.
4. What is Kinesics ?
5. What is Para language ?
6. What is a Register in language ?
7. What do we mean by 'Ideology' in translation ?
8. Identify one limitation of Audio-Visual Information.
9. What is a Polyphonic language ?
10. Who is a 'Target Audience' ?
11. What is Machine Translation ?
12. What is Sub-titling ?

(10 × 2 = 20)

Part B

*Answer any **SIX** questions.
Each question carries 5 marks.*

13. Discuss the concept of Visibility of Translator.
14. Radio has a major role to play in language. Explain.

Turn over





19101551

15. "The language of cinema, on the whole, is more accessible to the average person than that of other media". Explain.
16. What are the problems faced by a translator in converting idioms from one to another language ? Cite examples.
17. Discuss the notion Of 'creativity' in translation.
18. What is Multilingual editing ?
19. What are the challenges of translating for Newspapers ?
20. Discuss in detail the principle of equivalence in translation.
21. Differentiate Adaptation and Translation.

(6 × 5 = 30)

Part C

*Answer any **two** questions.
Each question carries 15 marks.*

22. Discuss the importance of translation in mainstream journalism.
23. Write on the general challenges faced by translators while translating film and television scripts.
24. Discuss the issues of cultural untranslatability in Media.
25. 'Standardization and changes in language structure are the indicators of language development'. Comment.

(2 × 15 = 30)

