



QP CODE: 21102990



21102990

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021**

**Fourth Semester**

B.A Mass Communication and Journalism Model I

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

2019 Admission only

4CDFEA04

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define index.
2. Describe the term 'line' in visual language.
3. Define Linguistic equivalence.
4. Define Stylistic equivalence.
5. Explain the term cultural untranslatability.
6. Define timecode out.
7. Explain communicative translation.
8. Define Machine-aided Translation.
9. Define field.
10. Define open subtitles.
11. Define audio visual translation.
12. Define la- la theory.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Examine non verbal communication.
14. Distinguish between icon, index and symbol.





15. Distinguish between kinesics and proxemics.
16. Discuss on the three forms of translation.
17. Describe the features of machine translation.
18. Examine the need of transparency of journalist during or after reporting.
19. Explain the problems that can be created by political commentaries.
20. Discuss the three parameters of register.
21. Explain the characteristics of broadcast newswriting.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Describe the concept of equivalence and how far it is achievable in translation.
23. Describe how cultural differences pose hurdles for translation activity.
24. Examine the things to be taken care while preparing a translated advertisement.
25. Discuss the future of machine translation in the context of digitization.

(2×15=30)

