



QP CODE: 25020003



25020003

Reg No :

Name :

**B.A DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC4CMT20 - LANGUAGE AND TRANSLATION STUDIES

2017 Admission Onwards

6252FB06

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define translation.
2. Describe the term 'colour' in visual language.
3. Define the term Intralingual translation.
4. Explain the term Idiomatic language.
5. Define Textual (syntagmatic) equivalence.
6. Explain the term video translation.
7. Define Dubbing.
8. Define REGISTER.
9. Define one-to-many equivalence.
10. Define closed subtitles.
11. Define pooh- pooh theory.
12. Define la- la theory.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Describe the features of verbal communication.
14. Discuss the element of colour in visual language.
15. Discuss the uses of nonverbal communication.
16. Discuss the statement- 'complete equivalence is impossible'.
17. Describe the barriers in translation for news.
18. Examine how Dictionary definition in translation can create embarrassing errors.
19. Examine the barriers faced while translating for audio visual content.
20. Explain the importance things to be taken care while handling film adaptations.
21. Explain the characteristics of broadcast newswriting.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe the use of semiotics in advertising.
23. Describe how cultural differences pose hurdles for translation activity.
24. Explain the challenges and benefits of reporting in multiple languages.
25. List the demerits of word by word translation with examples.

(2×15=30)

