PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 – 20 Examination

Semester: 3   Date: 25/11/2019
Subject Code: 15103202   Time: 10.30 am to 1.00 pm
Subject Name: Developing Art for Translation   Total Marks: 60

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.   (08)
A. Multiple choice type questions. (Each of 0.5 mark)
1. News should have an element of ………. for the readers
(a) Interest   (b) Urgency
(c) Novelty   (d) All of the above
2. Translation has been defined as ………..
(a) Art   (b) Craft
(c) Science   (d) All of the above
3. What does TL mean in translation?
(a) Time Lapse   (b) Target Language
(c) Target Linearity   (d) Targetted Line-up
4. Linguistic changes are expected in translation.
(a) Yes   (b) Maybe
(c) No   (d) Not sure
5. News stories can be …….
(a) Descriptive   (b) Narrative
(c) Concise   (d) All of the above
6. There are ……. main types of editorials
(a) More than five   (b) Four
(c) Two   (d) Five
7. As a media student does one need to learn translation?
(a) Yes   (b) No
(c) Maybe   (d) Not sure
8. Feature is a ……. kind of media writing
(a) Informative   (b) Factual
(c) Descriptive   (d) Formal
9. Translation is a discipline which is firmly rooted in ……… application.
(a) Theoretical   (b) Conceptual
(c) Practical   (d) None of the above
10. Using the right …………. is important in translation.
(a) Devices   (b) Styles
(c) Tools   (d) Techniques
11. Sentences should be …… when writing for media
(a) Complicated   (c) Descriptive
(b) Including high vocabulary   (d) Clear
12. Translation is the communication of the meaning of a text in a source language into a comprehensive version of target language without causing any loss to the ……….
(a) Message   (b) Context
(c) Words   (d) Sentences
13. ……….. is a pre-requisite for a translator to gain command over languages.
(a) Writing   (b) Reading
(c) Listening   (d) None of these

14. Identify the correct chain.
(a) Author—Text— Translator= Translator—Text—Receiver
(b) Author—Text—Receiver=Translator—Text—Receiver
(c) Author—Text—Receiver= Receiver—Text— Translator
(d) Translator—Text—Receiver= Author —Text—Receiver
15. Writing editorials require ………..
(a) Reading   (b) Opinions
(c) Research   (d) All of the above
16. Translation is an ………….. process
(a) Informative   (b) Informal
(c) Interpretative   (d) Intellectual

B. Answer in Short (Each of 01 mark)   **(07)**
1. Why is accuracy important in translation?
2. What are the kinds of media writing?
3. When translating any text, is it necessary to give a local touch? Why?
4. Define translation.
5. What is SL in translation?
6. Why does one need translation?
7. What is 'Persuasion' in writing?

Q.2 Answer the following.
A. Translation is important in media. Explain.   **(04)**
B. What is the ABCD of media writing?   **(04)**
C. What is literal translation?   **(04)**
<center>**OR**</center>
C. What is machine translation?   **(04)**

Q.3 Answer the following.
A. Write a note on translation as a career option.   **(05)**
B. How is translation important for media personnel? Explain in detail.   **(05)**
C. Have you used Google translator? Give your opinion about its accuracy.   **(05)**
<center>**OR**</center>
C. Translation is a science or a secondary activity? Explain.   **(05)**

Q.4 Answer the following.
A. Enlist and explain the responsibilities of a good translator.   **(06)**
B. Write a note on translation as a democratizing agent.   **(06)**
C. Give account of one situation you have witnessed where a translator/interpreter played a major role.   **(06)**
<center>**OR**</center>
C. Introduce the different areas of translation.   **(06)**