

PG-135

MTS-21

**M.A. DEGREE EXAMINATION —
JUNE 2018.**

Second Year

Translation Studies

MODERN TRENDS IN TRANSLATION

Time : 3 hours

Maximum marks : 75

PART A

- I. Answer any THREE of the following questions in about 50 words each : (3 × 5 = 15)
1. What is Mass Media?
 2. How does translation help in the field of publishing?
 3. Print media is different from Electronic Media. Do you agree?
 4. Advertisements help in the successful sale of a product. Does translation in advertisement also help?
 5. How is mass media connected with translation works?

PART B

- II. Answer any THREE of the following questions in about 150 words each : (3 × 10 = 30)
6. Discuss the role of mass media in shaping the lives of people.
 7. Explain the importance of computer assisted translation.
 8. Write short notes on audio visual translation.
 9. Movie dubbing is closely connected with translation work. Explain.
 10. Explain about the Translation in the field of sports with the usage of subtitling.

PART C

- III. Answer any TWO of the following questions in about 300 words each : (2 × 15 = 30)
11. Describe the salient features of print media highlighting the role of translation theory.
 12. Describe the language and characteristics of advertisements in relation to translation.
 13. Write an essay on translation as imitation in the global entertainment industry.