

25901576

Reg.No : .....

Name : .....

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
**MGU-UGP (HONOURS) REGULAR EXAMINATION March 2026**

**Fourth SEMESTER**

**Discipline Specific Core Course (DSC) - MG4DSCTRS200 - TRANSLATION  
FOR THE MEDIA**

(2024 ADMISSION ONWARDS)

**Duration: 2 Hours**

**Maximum Marks: 70**

***Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)  
and Appreciation(Ap)***

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

**Part A**

**MCQ**

Answer all questions

Each question carries 1 marks

1. Which of the following is an example of hard news? [U] / [CO1]  
a). Profile of an inspiring teacher      b). Film festival coverage  
c). A Travel feature      d). Earthquake disaster report
2. Which professional guides voice actors on tone, emotion and timing during recording? [U] / [CO2]  
a). Sound engineer      b). Dubbing director  
c). QC reviewer      d). Script editor
3. A comparison of Mario Puzo's novel and the film The Godfather supports the idea that adaptation is [U] / [CO3]  
a). Loss of meaning      b). Creative transformation  
c). Mechanical transfer      d). Faithful reproduction
4. Which of the following is usually avoided in Audio Description? [U] / [CO4]

5. One key advantage of wire services is that they [U] / [CO1]
  - a). provide opinionated narratives
  - b). save time while providing verified information
  - c). focus only on national news
  - d). remove the need for field reporting
6. 'A dubbed line sounds natural but deviates slightly from the original wording.' [U] / [CO2]  
This example demonstrates
  - a). loss of equivalence due to incompetence
  - b). error committed by the translator
  - c). functional and performative adaptation
  - d). mistranslation
7. What was Michael Corleone before he entered the family business? [K] / [CO3]
  - a). War hero
  - b). Lawyer
  - c). Businessman
  - d). Police officer
8. The first step in preparing Audio Description is [U] / [CO4]
  - a). recording
  - b). mixing
  - c). voice training
  - d). viewing and analysing visual content
9. A translator working on a digital advertisement must consider [U] / [CO1]
  - a). the prestige of the source-language
  - b). alignment between text, visuals, sound and brand identity
  - c). only the literal meaning of slogan
  - d). grammatical equivalence alone
10. In dubbing, the voices of the original actors are [U] / [CO2]

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| a). replaced by new recorded voices | b). retained along with added voices |
| c). removed along with visuals      | d). kept unchanged                   |

**[1x10 = 10]**

### **Part B**

#### **SHORT ANSWER**

Answer any **6** questions

Each question carries **5** marks

- |                                                                                                                   |             |
|-------------------------------------------------------------------------------------------------------------------|-------------|
| 11. What is plagiarism in journalism? What is attribution in news writing?                                        | [U] / [CO1] |
| 12. The visuals on screen influence certain decisions regarding translation for subtitling and dubbing. Explain.  | [U] / [CO2] |
| 13. Examine the role of suffering in shaping Najeb's identity in Goat Days .                                      | [U] / [CO3] |
| 14. Attempt a comparison of Audio Storytelling and Audio Description.                                             | [U] / [CO4] |
| 15. Why do literal translation of news headlines fail? Explain with relevant example.                             | [A] / [CO1] |
| 16. For a translator working on dialogues to prepare subtitles, it is impossible to translate all words. Explain. | [U] / [CO2] |
| 17. Explain any two of the themes, <i>The Godfather</i> , the movie explores.                                     | [U] / [CO3] |
| 18. Briefly describe the development of Audio Description in the 20th century.                                    | [U] / [CO4] |
| 19. Why is <i>The Bicycle Thieves</i> considered a successful adaptation?                                         | [U] / [CO3] |

**[5x6 = 30]**

### **Part C**

#### **ESSAY**

Answer any **2** questions

Each question carries **15** marks

- |                                                                                                                                             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 20. Explain the method and workflow of Audio Description, from viewing and analysis to scripting, recording and integration.                | [A] / [CO4] |
| 21. How does cinema use visuals and sound to tell a story differently from that of a novel? Explain using the works you have studied.       | [U] / [CO3] |
| 22. Explain why translators working in dubbing and subtitling must understand audio-visual sign systems. Support your answer with examples. | [U] / [CO2] |
| 23. This question has two parts. Answer both. Each part gets equal marks.<br>a) Discuss the language of news and its distinctive features.  | [A] / [CO1] |

b) You are a sub editor in an Indian English newspaper. The following news item has been received from an international news agency. Rewrite and adapt the report in English making it clear for Indian readers.

Maintain objectivity and factual accuracy. Ensure brevity without losing essential information. Provide brief explanations within the text for unfamiliar references. Identify and explain culturally specific terms unfamiliar to Indian readers. Remove idioms or expressions that may not be understood.

Write a suitable headline.

#### AGENCY COPY

Madrid, July 22 (AFP) – Spain's Parliament approved a housing reform package aimed at controlling rent increases in major urban centres where affordability has declined.

The law allows regional governments to designate high demand areas where rent caps may be introduced. Provisions for tenant protections have been expanded.

The government stated that low income households must be supported amid rising living costs. Property developers have warned that construction activity could be slowed if profitability declines. Implementation will be overseen by regional authorities.

**[15x2 = 30]**