

4. The language of an article should be: [U] / [CO4, CO5]
- a). Unclear and technical b). Formal, clear, and reader-friendly
- c). Filled with jargon d). Extremely casual
5. The main purpose of a feature article is to: [U] / [CO4, CO5]
- a). Provide immediate breaking news b). Offer in-depth background, analysis, and human interest
- c). Report only factual updates d). Present statistics alone
6. In terms of placement, editorials are usually found in: [U] / [CO4, CO5]
- a). The opinion/editorial page b). The advertisement section
- c). The front page d). The last page always
7. Recall the condition of translation in which the source and the translated text perform the same function [U] / [CO1]
- a). Formal equivalence b). Acculturation
- c). Functional equivalence d). Domestication
8. A balanced news report means: [U] / [CO4, CO5]
- a). Giving equal importance to all sides of an issue b). Reporting only one side
- c). Adding personal bias d). Making it more dramatic
9. What is the initial stage of translation process [U] / [CO1]
- a). Transfer b). Source Language Text analysis
- c). Recoding d). Transediting
10. The technique of equivalence in media translation ensures: [U] / [CO2]
- a). Exact word-for-word meaning b). Recreating the same impact or effect in the target audience
- c). Avoiding idioms and metaphors d). Shortening the news text

[1x10 = 10]

Part B

Short Answer Type Questions (100 Words)

Answer any **10** questions

Each question carries **3** marks

- | | |
|--|----------------------|
| 11. Explain the role of creative writing in media industry | [U] / [CO1] |
| 12. What is literal translation and when is it used in journalism? | [U] / [CO3] |
| 13. What is “engagement” in social media writing? | [An] / [CO4,
CO5] |
| 14. Explain significance of translation in global news organizations | [U] / [CO1] |
| 15. Discuss intersemiotic translation with examples | [U] / [CO1] |
| 16. What is creative writing | [U] / [CO4, CO5] |
| 17. Explain processes of gate keeping and transediting in journalistic translation | [U] / [CO1] |
| 18. How does audience diversity influence translation choices in journalism? | [K] / [CO3] |
| 19. How does timing affect script writing for broadcast? | [An] / [CO4,
CO5] |
| 20. Explain advantages of computer assisted translation | [U] / [CO1] |
| 21. How do cultural references affect subtitle translation? | [U] / [CO3] |
| 22. Explain the role of personal voice in column writing. | [E] / [CO4, CO5] |
| | [3x10 = 30] |

Part C

Essay Type Questions (450 Words)

Answer any **2** questions

Each question carries **15** marks

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| 23. Explain process of feature writing and categorization of features. | [U] / [CO4, CO5] |
| 24. How does translation influence global media accessibility and cultural exchange in the digital age? | [U] / [CO1] |
| 25. “A translator in journalism is also a cultural mediator.” Discuss with examples. | [An] / [CO3] |
| 26. Explain the importance of clarity and simplicity in journalistic writing, especially in the digital age. | [E] / [CO4, CO5] |
| | [15x2 = 30] |