

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: Diploma in Translation studies	Date	: 09/03/2026
Subject Code	: DTS-09	Time	: 03:00pm to 05:15pm
Subject Name	: MEDIA AND TRANSLATION	Duration	: 02.15 Hours
		Max. Marks	: 70

- Q-1** Explain the nature and forms of mass media and discuss the role of language in mass media communication. **14**

OR

Discuss the advantages and limitations of mass media, focusing on its impact on society and culture.

- Q-2** Explain the role and importance of translation in mass media, highlighting the linguistic and cultural challenges involved. **14**

OR

Discuss the strategies of translation used in mass media, with reference to different media platforms.

- Q-3** Describe the language of print media and explain the fundamentals of translation in print medium. **14**

OR

Discuss the problems and principles involved in translating print media texts, especially newspapers and advertisements.

- Q-4 Short notes (Any two)** **14**

1. Techniques of audio translation for radio
2. Challenges of translating radio programmes
3. Subtitling and dubbing as forms of audiovisual translation
4. Role of OTT platforms in audiovisual translation

- Q-5 Choose the correct option for the questions given below and write the answer.** **14**

1. Mass media primarily aims at:
(A) Large-scale public communication (B) Personal communication
(C) Private interaction (D) Literary expression
2. Translation in mass media mainly helps in:
(A) Increasing ambiguity (B) Limiting interpretation
(C) Reducing content circulation (D) Reaching multilingual audiences
3. Print media translation requires special attention to:
(A) Rhythm (B) Sound effects
(C) Accuracy and clarity (D) Background music

4. Radio translation depends heavily on:
- (A) Visual images (B) Sound and voice modulation
 - (C) Typography (D) Page layout
5. Audiovisual translation includes:
- (A) Only subtitles (B) Only literary translation
 - (C) Subtitling, dubbing, and voice-over (D) Legal translation
6. OTT platforms have mainly contributed to:
- (A) Expansion of multilingual content (B) Decline of regional languages
 - (C) Elimination of translation (D) Reduction in audience reach
7. The biggest challenge in audiovisual translation is:
- (A) Word count (B) Paper quality
 - (C) Font selection (D) Cultural adaptation and synchronization
