

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

Course	: Diploma in Translation studies	Date	: 13/07/2026
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 concept of mass media. Discuss its nature, characteristics, and significance in the development of society. **14**

OR

Discuss the major roles and functions of mass media in modern society.

- Q-2** Explain the concept of translation. Discuss its objectives and importance in multilingual communication. **14**

OR

Discuss the relationship between translation and mass media. How does translation facilitate global communication?

- Q-3** What is transcreation? Explain its major components and significance in advertising and marketing translations. **14**

OR

Human translation continues to remain relevant despite advances in machine translation. Critically examine this statement.

- Q-4** Discuss the role of subtitling in mass media. Explain its advantages and limitations. **14**

OR

Explain the concept of voice-over. Compare its applications with other audiovisual translation techniques.

- Q-5 Write Short Notes (Any two)** **14**

1. State any four functions of mass media.
2. What are the distinguishing features of broadcasting media?
3. Differentiate between newspapers and journals.
4. What is localization? Why is it necessary?.
5. Distinguish between dubbing and voice-over.
