

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR
OF ARTS IN COMMUNICATION AND MEDIA STUDIES

COMM 371: INTERPRETATION, TRANSLATION AND COMMUNICATION

STREAMS: BA (COMM & MEDIA) Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

2.30 P.M. – 4.30 P.A.M.

INSTRUCTIONS: Question 1 is compulsory. Answer any TWO questions from section B

SECTION A (30 MARKS)

QUESTION 1

- (a) Using your own examples, distinguish between formal translation and meaning based translation [6 marks]
- (b) Briefly explain the following perspectives of interpretation:
 - (i) Interpretation as translation [2 marks]
 - (ii) Cognitive processing [2 marks]
 - (iii) Intercultural mediation [2 marks]
- (c) Describe any three digital tools for translation and interpretation [6 marks]
- (d) Explain how any two branches of communication benefit from translation [12 marks]

QUESTION 2

- (a) Discuss five qualities one needs to be an effective interpreter [10 marks]
- (b) With the help of relevant examples, give five reasons to justify the need for crisis translation [10 marks]

QUESTION 3

- (a) Using appropriate examples, describe any four measures of quality in interpretation [12 marks]
- (b) Explain four strengths of the relevance theory of translation [8 marks]

QUESTION 4

Describe five stages that are followed in translation [20 marks]

QUESTION 5

Discuss any five ethics and principles of translation [20 marks]
