DIPLOMA IN TRANSLATION
SEMESTER-2
DT-202T
Media and Creative Translation

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
CREDITS: 5

COURSE OBJECTIVES	
CO1	Understand the principles and scope of media and creative translation
CO2	Translate content for print, digital, and broadcast media accurately and effectively
CO3	Adapt creative texts, such as literature, poetry, and dialogues, while preserving style, tone, and cultural context
CO4	Use modern tools and resources to support creative and media translation tasks

INSTRUCTIONS FOR EXAMINATIONS

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions each from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. The candidates will attempt ten questions and each question will carry 3 marks.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

Section A

Unit 1: Journalism: Translating news reports, editorials, and interviews

Unit 2: Trans-creation: Creative writing for Advertisements and Slogans

Section B

Unit 3: Audio-Visual Translation: Subtitling for Films and Web Series

Unit 4: Dubbing: Script adaptation and lip-syncing basics