

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF ARTS

SECOND YEAR EXAMINATION IN ARTS (STUDY STREAM)

ENGLISH STUDIES: THEORY AND PRACTICE

SEMESTER 1, 2016/2017

ENG 2129 – INTRODUCTION TO SPECIALISED TRANSLATION

TWO HOURS

Answer any **TWO** questions

1. “Translational action views translation as purpose-driven, outcome-oriented human interaction and focuses on the process of translation as message-transmitter compounds involving intercultural transfer.” Critically analyse Holz-Mänttari’s theory of translational action.
2. “Drawing on insights from a range of disciplinary bases, [...] scholars of translation have increasingly identified questions of ethical responsibility, social activism and personal integrity as urgent issues that must be considered central to academic and non-academic pursuits within the field.” Critically engage with ‘ethics’ in any translation context that you are familiar with.
3. “Advertising works as a potential method of meaning transfer by bringing the consumer good and a representation of the culturally constituted world together within the frame of a particular advertisement.” Discuss any advertising campaign that you are familiar with in the light of the statement above.
4. Discuss the concept of “transcreation” in relation to up to two advertisements that you are familiar with. In your response to this question, please define the concept and then analyse its use in the context of promotional translation.
