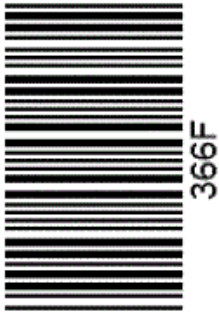


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نام :
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محل امضاء :



صبح جمعه

۹۲/۱۲/۱۶

دفترچه شماره ۱



جمهوری اسلامی ایران
وزارت علوم، تحقیقات و فناوری
سازمان سنجش آموزش کشور

اگر دانشگاه اصلاح شود مملکت اصلاح می شود.
امام خمینی (ره)

آزمون ورودی
دوره های دکتری (نیمه متمرکز) داخل
سال ۱۳۹۳

رشته های
زبان انگلیسی - ترجمه (کد ۲۸۰۹)

مدت پاسخگویی: ۱۲۰ دقیقه

تعداد سؤال: ۱۰۰

عنوان مواد امتحانی، تعداد و شماره سؤالات

ردیف	مواد امتحانی	تعداد سؤال	از شماره	تا شماره
۱	مجموعه دروس تخصصی (روش تدریس، زبان شناسی، روش تحقیق در ترجمه، نظریه های ترجمه، نقد ترجمه)	۱۰۰	۱	۱۰۰

اسفندماه سال ۱۳۹۲

این آزمون نمره منفی دارد.

استفاده از ماشین حساب مجاز نمی باشد.

حق چاپ، تکثیر و انتشار سؤالات به هر روش (الکترونیکی و ...) پس از برگزاری آزمون، برای تمامی اشخاص حقیقی و حقوقی تنها با مجوز این سازمان مجاز می باشد و با متخلفین برابر مقررات رفتار می شود.

Directions: Choose the best answer (1), (2), (3), or (4) to each question and then mark it on your answer sheet.

Methodology

- 1- **All of the following are examples of metacognitive strategies EXCEPT -----.**
 - 1) paying attention
 - 2) reasoning deductively
 - 3) identifying the purpose of a language task
 - 4) overviewing and linking with already known material
- 2- **Nativists contend that -----.**
 - 1) all linguistic categories are universal
 - 2) human beings are socio-programmed
 - 3) language competency develops in predetermined steps
 - 4) conditioning can account for the acquisition of language
- 3- **In Bachman's model, functions of language are directly subsumed under ----- competence.**
 - 1) textual
 - 2) pragmatic
 - 3) illocutionary
 - 4) sociolinguistic
- 4- **According to Schumann's acculturation theory, -----.**
 - 1) social distance is a metacognitive variable
 - 2) motivation is either integrative or instrumental
 - 3) a dominant L2 learners' group can help language learning
 - 4) a good learning situation is one in which the L2 learners' group is non-cohesive
- 5- **A comprehensive theory of SLA, according to Long, should -----.**
 - 1) account for universals
 - 2) be social constructivist by nature
 - 3) mainly focus on subconscious acquisition
 - 4) recognize acquisition as a regular intake of generalizations
- 6- **Halliday believes that -----.**
 - 1) "The sun is hot" has a representational function
 - 2) "Pronounce you guilty" has an instrumental function
 - 3) functions of language are either personal or interpersonal
 - 4) the linguistic aspect of language is illocutionary rather than locutionary
- 7- **The current research on language learning strategies has already established all of the following EXCEPT their -----.**
 - 1) teachability
 - 2) socio-cognitive nature
 - 3) worldwide operational measures
 - 4) transferability across languages
- 8- **All of the following themes refer to problematic areas in task-based language teaching EXCEPT -----.**
 - 1) being too structured
 - 2) task difficulty and sequencing
 - 3) cultural resistance and curriculum mismatch
 - 4) causing hindrance to learners' intrinsic motivation
- 9- **All of the following hypotheses cast doubt on the psycholinguistic validity of 'practice' as the building block of a grammar teaching course EXCEPT -----.**
 - 1) input hypothesis
 - 2) teachability hypothesis
 - 3) natural order hypothesis
 - 4) transformational grammar

- 10- The current principled approaches to language teaching build upon all of the following EXCEPT -----.
- 1) autonomy and self-confidence
 - 2) scientific quantification and universal generalization
 - 3) interlanguage and communicative competence
 - 4) meaningful learning and anticipation of reward
- 11- The teacher who tries to help his students overcome low vocabulary size in reading comprehension through purposeful proactive attention is teaching ----- strategies.
- 1) grouping
 - 2) key word
 - 3) self-monitoring
 - 4) advance organizer
- 12- An example of a learning-centered method is -----.
- 1) the Natural Approach
 - 2) Total Physical Response
 - 3) the Functional-Notional Approach
 - 4) Suggestopedia
- 13- Consider the following exchange:
- Teacher: What did you eat for dinner?
Student: I eat a sandwich.
Teacher: You ate a sandwich.
- The type of correction made by the teacher is -----.
- 1) repair
 - 2) explicit and deductive
 - 3) recast
 - 4) metalinguistic
- 14- The humanistic approach to language teaching -----.
- 1) highlights the priority of affection over intake
 - 2) gives weight to both affective and cognitive factors
 - 3) accentuates cognitive factors more than affective factors
 - 4) posits that a match between teachers' affection and that of students is of paramount importance
- 15- The strategy of relating new information to other concepts in memory is known as -----.
- 1) transfer
 - 2) inferencing
 - 3) elaboration
 - 4) contextualization

Linguistics

- 16- Moving from "Mary studies hard" to "Mary studies" is based on -----.
- 1) entailment
 - 2) relation maxim
 - 3) relational synonymy
 - 4) the argument structure of the subject
- 17- "The grass appreciated the student" -----.
- 1) violates S-selection
 - 2) does not follow the rules for C-selection
 - 3) is an example of what Chomsky calls syntactic anomaly
 - 4) includes a verb with no intrinsic semantic properties
- 18- In the word *saw* [sɔ], -----.
- 1) a rounded, palatal consonant is used
 - 2) [ɔ] is considered to be a back, high vowel
 - 3) a lax vowel loses certain features to become nasalized
 - 4) the general rule about the position of lax vowels at the end of words is violated

- 19- **According to the maturation version of the critical period hypothesis, -----.**
- 1) this period is valid only for learning the first language
 - 2) everything must be learned during this period or learning will be weakened after it
 - 3) after this period, the biological basis to learn in the spontaneous and effortless way will be lost
 - 4) those who do not acquire a language before 11 often appear to be unable to do so with success later
- 20- **The main five sorts of meanings requiring pragmatic inference are -----.**
- 1) relevance, quality, quantity, manner, and illocution
 - 2) homophones, homographs, homonymy, polysemy, and function ambiguity
 - 3) ambiguous words, deictics, figures of speech, indirect illocution, and presupposition
 - 4) synecdoche, personification, hyperbole, irony, and analogy
- 21- **According to the Innateness Hypothesis, the child -----.**
- 1) needs to learn only universal principles
 - 2) acquires all rules which are beyond exposure very slowly
 - 3) cannot avoid most of the grammatical errors predicted by the empirical camp
 - 4) extracts the specific rules of English from the linguistic environment
- 22- **When an expression is grammatical in the presence of negation but ungrammatical in simple affirmative sentences, it is called -----.**
- 1) presupposition
 - 2) grammatical relation
 - 3) negative polarity item
 - 4) feature-spreading rule
- 23- **The use of "swim" as a noun and a verb is an example of -----**
- 1) backformation
 - 2) zero-derivation
 - 3) syntactic narrowing
 - 4) semantic extension
- 24- **In the sentence "The sun pleases flowers but too much heat harms such plants", the words "flowers" and "sun" function as -----.**
- 1) Experiencer and Agent
 - 2) Patient and Stimulus
 - 3) Patient and Agent
 - 4) Experiencer and Stimulus
- 25- **Felicity conditions -----.**
- 1) validate an illocution
 - 2) refer to the conditions for presupposition
 - 3) are thought of as the maxim of quality
 - 4) are divided into declarative and performative
- 26- **"If a language has mid vowels, then it has high vowels." This statement is based on -----.**
- 1) phonological tendencies
 - 2) marked features in UG
 - 3) the head-first principle
 - 4) absolute implicational universals
- 27- **The empiricist camp in linguistics claims that -----.**
- 1) the mind starts out as a blank slate
 - 2) languages represent basic human knowledge
 - 3) the ability to encode input develops universally
 - 4) generalizations have no place in empirical studies
- 28- **Back-channeling refers to -----.**
- 1) the use of a pronoun to refer to a noun
 - 2) short comments to confirm one's attention to a speaker
 - 3) discourse markers such as *previously* and *afterwards*
 - 4) transition from the visual to the verbal mode
- 29- **The word "jumbo" was coined from the name of an elephant brought to the US. This -----.**
- 1) refers to the process of root productivity
 - 2) is an example of eponyms
 - 3) shows a derived word
 - 4) shows blending

- 30- In German, the past participle of regular verbs is formed by adding a prefix and a suffix to the verb root. This shows that German -----.
- | | |
|-----------------------------|---------------------------------|
| 1) has continuous morphemes | 2) is a language with two roots |
| 3) has circumfixes | 4) is monomorphemic |

Translation Theories

- 31- To Seleskovitch, sense is -----.
- 1) meaning mixed with usage
 - 2) pragmatic, cognitive and referential
 - 3) encoded in linguistic signs which refer to realities outside language and in the world around us
 - 4) external when pre-established linguistic meaning merges with a concomitant perception of reality
- 32- Substitution of cultural items in translation, according to Berman, -----.
- 1) increases readability of TT and its reception
 - 2) contributes to literariness in translation of poetry and prose
 - 3) is based on the assumption that the foreign is negative
 - 4) recreates dynamic equivalence in translation
- 33- According to Robinson, in translation studies, imitation means -----.
- 1) transcreating a literary work in the TL through unbound translation, and the use of metaphrase and paraphrase
 - 2) doing something totally different from the original author, wandering too far and too freely from the words and sense of the ST
 - 3) reproducing the original in a different medium, which today is known as intersemiotic translation.
 - 4) rewriting or respelling literary texts, changing them in some significant way, and choosing new words for saying the same thing.
- 34- Bush believes that for Benjamin, pure language is -----.
- 1) the divine language, in its metaphoric sense
 - 2) the language from which all other human languages derive
 - 3) a poetic potential that is striving to go beyond the immediate shell of words
 - 4) a property shared by all valuable and significant works of literature deemed worthy of translation
- 35- Translation criticism, according to Vilikovsky serves -----.
- 1) as a means of rewriting the original
 - 2) as a vehicle of contrastive analysis
 - 3) to describe the observational facts of interliterary contact
 - 4) to demonstrate the strong and weak points of a translation

- 36- How is Holmes' approach to translation theory different from Gaddis Rose's?**
- 1) Holmes' map shows that applicability is a major criterion of a translation theory, whereas for Gaddis Rose a translation theory needs not be judged on its immediate applicability to practice.
 - 2) Holmes assigns several branches to translation theory, whereas Gaddis Rose rejects this type of branching, and looks for a unitary theory instead.
 - 3) Holmes does not accommodate any cultural aspects in his model of translation theory, but Gaddis Rose considers bias, change and culture together.
 - 4) Holmes looks for a universal concept of translation theory, but Gaddis Rose looks for something that is universal and yet transcends the universal in all textual and extra-textual aspects.
- 37- Venuti believes that foreignization -----.**
- 1) can be used as an instrument of cultural innovation and hegemony of *the Other*
 - 2) is a tool for manifesting *the Other*, and the opposition between *the Self* and *the Other*
 - 3) entails development of methods which are excluded by the SL cultural values and yet are received and favored by the TL society and readership
 - 4) both evokes a sense of the foreign, and at the same time answers to a domestic situation, sometimes serving a cultural and political agenda
- 38- In critical translation studies, ideology is -----.**
- 1) personal and public ideas about hegemony, power relations and subjectivity
 - 2) an action-oriented set of beliefs whose application establishes relations of dominance
 - 3) the same as culture, in the sense that it is regulative and practiced by the public
 - 4) the position an individual takes in translation by foregrounding his/her political tendency
- 39- According to Steiner, incorporation is -----.**
- 1) a naturalizing method
 - 2) the dialectic of translation
 - 3) an attempt to relocate the ST in the same environment
 - 4) closer to foreignization than to domestication
- 40- Steiner believes that all translation is -----.**
- 1) reciprocal
 - 2) reproduction
 - 3) appropriation
 - 4) restitutorial
- 41- A major criticism against Schleiermacher is that -----.**
- 1) he assigns an over-determination to the interpretive act
 - 2) his concepts of domestication and foreignization are controversial
 - 3) he has a notion of a hermeneutic which knows better than the author did
 - 4) he views translation as a compensative act which creates a balance between ST and TT

- 42- **How is visibility different in Steiner's and Venuti's view?**
- 1) Both see it as an ideological feature in TTs.
 - 2) Steiner assigns it to the product, but Venuti assigns it to the agent.
 - 3) Steiner considers it a social phenomenon, but Venuti considers it a literary issue.
 - 4) Steiner discusses it in the context of literary translation, but Venuti explains it as an identity issue.
- 43- **According to Even-Zohar, when translated literature is peripheral, translations are -----.**
- 1) normative
 - 2) secondary
 - 3) non-appropriate
 - 4) non-adequate
- 44- **Lefevere uses the term 'refraction' for -----.**
- 1) stereotyping, representation and exposure
 - 2) translation, criticism and historiography
 - 3) anthologies commentaries, recreations
 - 4) rewriting, regulating and patronage
- 45- **In which one of the following is translation used as a metaphor?**
- 1) Translation is representation and mimesis.
 - 2) Translation as practice, is a linguistic activity.
 - 3) Translation connects source and target texts.
 - 4) Translation is reproduction of a work of literature.
- 46- **According to Lewis, a good translation -----.**
- 1) domesticates the source text
 - 2) deconstructs the original
 - 3) is manipulative, and at the same time compromises
 - 4) abuses the ST, but is intelligible and faithful as well
- 47- **To Benjamin, the capacity of translation is to -----.**
- 1) express the Word in all possible languages
 - 2) substitute the symbolized by symbolization
 - 3) contribute to realization of pure language
 - 4) reproduce the meaning through literal translation
- 48- **To Venuti, transparency -----.**
- 1) overshadows the target language rhetoric
 - 2) manipulates the source text in terms of content and form
 - 3) uses rewriting and adaptation as its major tools
 - 4) contributes to the hegemony of the language of the powerful
- 49- **What does context primarily refer to in relevance theory?**
- 1) Cognitive environment
 - 2) Situational features
 - 3) Socio-cultural norms
 - 4) Linguistic context

- 50- Which of the following developments in translation studies contributed to the further investigation of translation universals?
- 1) Text and genre analysis
 - 2) Study of translation process
 - 3) Functional approaches to equivalence
 - 4) Corpus-based approaches to translation
- 51- Schleiermacher's naturalizing method of translation is similar to -----.
- 1) Nida's formal correspondence
 - 2) Newmark's semantic translation
 - 3) Dolet's concept of true copy
 - 4) Dryden's author-oriented translation
- 52- In Koller's model of equivalence, the quality of 'iteration' gives the translator the chance to -----.
- 1) review and change his decisions
 - 2) avoid subjectivity in his decisions
 - 3) apply the same decision to similar cases
 - 4) make decisions with translation informants
- 53- Which of the following is the focus of Descriptive Translation Theory as opposed to Equivalence Theory?
- 1) Extensive analysis of the source text.
 - 2) "Types" of equivalence rather than "shifts".
 - 3) "Shifts" rather than "types" of equivalence.
 - 4) Functions of translations in the source-culture context.
- 54- Setting general principles in order to explain translation phenomena is an activity that falls in the ----- branch of Holmes/Toury map.
- 1) translation theory
 - 2) translator training
 - 3) translation policy
 - 4) translation criticism
- 55- What was the main problem with translation machines according to Bar-Hillel?
- 1) They lacked real-world knowledge.
 - 2) They were used for different genres.
 - 3) They required no pre-editing phase.
 - 4) They could not analyze all grammatical structures.
- 56- In Nida's theory, ----- is described as the gradual move away from form-by-form renderings and towards more dynamic types of equivalence.
- 1) amplification
 - 2) adjustment
 - 3) explicitation
 - 4) generalization
- 57- To Popovič, stylistic equivalence is -----.
- 1) formal equivalence based on cause-and-effect inferencing and interpretation
 - 2) the general system of the translation with its dominant and subordinate elements
 - 3) an analysis of the variants under categories such as iconicity, affectation, prominence and contrast, and of the invariants in translation
 - 4) functional equivalence of elements in both original and translation aiming at an expressive identity with an invariant of identical meaning

- 58- **By the effacement of the superimposition of languages, Berman means -----.**
- 1) loss of lexical variation in translation, which affects the TT style
 - 2) awareness of the translator of the networks of the words that is formed throughout the text
 - 3) local speech and language patterns which play an important role in establishing the setting of a novel
 - 4) the way translation tends to erase traces of different forms of language that co-exist in the ST
- 59- **Critical models of translation are ----- in nature.**
- 1) product-oriented
 - 2) process-oriented
 - 3) source-oriented
 - 4) function-oriented
- 60- **Cultural translation mainly assumes that -----.**
- 1) the task of the ethnographer is to describe the foreign culture
 - 2) the interactions that form networks are not seen as translations
 - 3) sociologists study communication between integrated societies
 - 4) the "source" and "target" languages can now be seen as stable and separate

Research Methodology

- 61- **The distinction between conceptual and empirical research -----.**
- 1) regards focus on ideas and focus on data
 - 2) regards focus on form and focus on content
 - 3) does not concern hermeneutics and positivism
 - 4) does not concern explanation and description
- 62- **Source text analysis involves ----- features.**
- 1) textual and paratextual
 - 2) syntactic, semantic and stylistic
 - 3) register and socio-historical
 - 4) pragmatic, intertextual and functional
- 63- **Theoretical models -----.**
- 1) represent their objects in rather abstract ways
 - 2) are highly idealized and simplified representations
 - 3) do not attempt to construct images of the object of study
 - 4) are based on assumptions about how something is structured
- 64- **To analyze translated texts one should -----.**
- 1) compare the original text as parallel corpus
 - 2) compare a translation with its original
 - 3) compare translations with one another
 - 4) back-translate the TT into the source language

- 65- **The patterns of correspondence between the source and target texts are explored by -----.**
- 1) analysis of source texts
 - 2) analysis of translated texts
 - 3) comparison of translations and source texts
 - 4) comparison of translated texts with non-translations
- 66- **Parallel texts are compared to examine -----.**
- 1) how non-translated texts differ
 - 2) the way in which translated texts differ
 - 3) the way in which translated texts and source texts differ
 - 4) how translations and original texts differ in the target language
- 67- **Representativeness regards the extent to which -----.**
- 1) the data is special to a case
 - 2) the data is typical of a population
 - 3) the data can be interpreted in a particular way
 - 4) one can draw specific rather than general conclusions
- 68- **Which one is NOT true about random sampling?**
- 1) The process of selection is haphazard.
 - 2) The researcher follows a well-defined procedure.
 - 3) The sample has the same chance of being selected as all other potential samples of the data.
 - 4) The researcher **must** be clear about the principles of selection and make it clear to the readers.
- 69- **Comparison of translations involves -----.**
- 1) considering all aspects of the text
 - 2) focus on only one aspect of the text
 - 3) choosing the aspect/s one wants to focus on
 - 4) focusing on more than one aspect of the text
- 70- **Methods of translation research are known as -----.**
- 1) comparative process and causal
 - 2) comparative and causal
 - 3) comparative and process
 - 4) process and causal
- 71- **What is an interpretive hypothesis?**
- 1) One that makes a claim and tests it.
 - 2) One that interprets the research questions.
 - 3) A hypothesis which is fundamental to any hermeneutic endeavor.
 - 4) A hypothesis which uses a given concept to describe or understand something.
- 72- **Observability is a major factor in ----- hypotheses.**
- 1) testing
 - 2) predictive
 - 3) descriptive
 - 4) rejecting
- 73- **Explanatory hypotheses can make use of ----- ones.**
- 1) explicit
 - 2) restricted
 - 3) predictive
 - 4) generalizable

- 74- **A model, in translation studies research, is a -----.**
 1) guide to producing a high quality translation
 2) list of the features of a possible equivalent
 3) construction that represents some aspect of reality
 4) systematic formulation of differences between ST and TT
- 75- **Which of the following is a context variable in translation studies research?**
 1) stylistic and syntactic features.
 2) the linguistic profile of the two texts.
 3) language-specific structural and rhetorical constraints.
 4) degree of translator's experience in reproducing the ST.
- 76- **In studying the relation between variables, the researcher looks for -----.**
 1) unusual textual features
 2) patterns and regularities
 3) the shared ground between ST and TT
 4) different solutions to translation problems
- 77- **In a research project, several of the novels which were supposed to be used to establish the corpus were out of print. So the researcher employed ----- sampling.**
 1) available 2) random 3) controlled 4) systematic
- 78- **If in a translation studies research project a translation is analyzed without any specific hypothesis, the type of the study is -----.**
 1) predictive and empirical 2) naturalistic and explanatory
 3) observational and descriptive 4) corpus-based and experimental
- 79- **In exploring causality, causes which are difficult to identify and quantify are referred to as -----.**
 1) reasons 2) aspects 3) conditions 4) influences
- 80- **Which of the following can be considered a level of causation in translation studies research?**
 1) Norms 2) Equivalence 3) Translation act 4) Translator's fidelity

Translation Criticism

- 81- **According to Popovič, creolization in translation criticism means that the matatext is produced by -----.**
 1) replacing dynamic equivalence.
 2) comparing different elements of prototext.
 3) analysis of prototext and use of literal structure in the TL.
 4) a synthesis of prototext structure and use of cultural structure.

-
- 82- **Concerning translation criticism, Hatim and Mason (1990) -----.**
- 1) focus on individual words by using the notions of genre, discourse and text type
 - 2) believe that evaluative criteria should address the presuppositions and expectations about texts
 - 3) concentrate on the product of translation in the context of the target culture rather than on the translation process
 - 4) outline a set of comparative parameters; their principal interest lies in the cultural semiotics of language
- 83- **House's model of TQA is based on -----.**
- 1) communicative and thematic equivalence at the two levels of culture and text
 - 2) textual and contextual equivalence at the two levels of function and metafunction
 - 3) linguistic, pragmatic and functional equivalence at the three levels of field, tenor and mode
 - 4) denotative, connotative and textual equivalence at the three levels of language, register and genre
- 84- **Which of the four basic procedures for translation criticism suggested by Newmark (1988) is often neglected?**
- 1) To make detailed comparison between the SL and TL texts, noting all significant semantic, stylistic, pragmatic and ideological differences.
 - 2) To assess the differences between the total impression of the SL and TL texts, including in particular their interpretations of the subject matter.
 - 3) To evaluate the translation at different levels in terms of content, form and the function it performs in the target society.
 - 4) To analyze the intention, predominant language function, tone, theme, register, literary quality, cultural features, setting of the SL text and to propose an appropriate translation method.
- 85- **Among the following choices, which one is not considered a major aspect of criticism in House's translation quality assessment model?**
- 1) The limits of translatability and untranslatability.
 - 2) The distinction between overt and covert translation.
 - 3) The intersubjective verifiability of the analyses of the model.
 - 4) The nature of the analytical categories and the terminology used.

- 86- **Reiss and Vermeer (1984) distinguish between “equivalence” and “adequacy”. Equivalence refers to the relationship between an original and its translation, whenever both fulfil the same communicative function; adequacy is the relationship between source and translation where -----.**
- 1) the target text is an idiomatic translation of the source text
 - 2) the translation is a contextual reproduction of the source text
 - 3) no functional match exists and the “skopos” of the translation has been consistently attended to
 - 4) the lexical items have their linguistic equivalents in the target language, but stylistic features don't
- 87- **As J. House says, Nida postulated three criteria for an optimal translation: -----.**
- 1) naturalness of equivalence, clearness of the content, and closeness of the intent
 - 2) naturalness of language, intelligibility of the message, and clearness of equivalence
 - 3) fluency of the language, intelligibility of the meaning, and equality of the intent of the author
 - 4) general efficiency of the communicative process, comprehension of intent, and equivalence of response
- 88- **In the terminology of K. Reiss, “sentences” are the microcontext, “texts” are the macrocontext and “situations” are the extra-linguistic factors which in this sense constitute the situational context. These terms summarize what E.A. Nida (1964) calls on the one hand the ----- and on the other hand the -----.**
- 1) communicative context – cultural context of the source language
 - 2) linguistic context – socio-linguistic context of the source language
 - 3) communicative context – pragmatic context of the source language
 - 4) linguistic context – social context of the source language
- 89- **According to J. House (1997), in the view of the so-called Third World propagators of post-modern translational aesthetics, translating means -----.**
- 1) mimetic representation of the original text in another language
 - 2) devouring the original, cannibalizing, absorbing and transtextualizing it
 - 3) taking the original or source text (ST) and turning it into a text in another language (TT)
 - 4) eating up and taking in the original text as a nourishment by the translator, the vampirelike
- 90- **As cited in K. Reiss, advertising is generally defined as “planning to influence a group of people to engage in a particular behavior” (G. Brockhaus). As S.J. Hayakawa (1952) notes, “It appeals to vanity, fear, snobbism and false pride”. Here the text will lose its specific character in translation if -----.**
- 1) an analogous form in the target language will not produce a comparative effect
 - 2) an analogous form in the target language is not employed in the translation
 - 3) the translation will not produce the same response as does the source text
 - 4) the translation will not preserve the effect of the source text

- 91- According to K. Reiss, it is necessary for an objective and relevant evaluation (of translation) to consider the characteristics of -----.
- 1) both linguistic and non-linguistic determinants
 - 2) the type of the source text and that of the target text
 - 3) the translation method which is applied, the type of the equivalence achieved, and similarity of genre
 - 4) each type of text, its linguistic elements and the non-linguistic factors affecting the linguistic form of the original
- 92- Christina Schäffner believes that when Newmark mentions 'pragmatic accuracy', in translation quality assessment (TQA), he introduces -----, which are important criteria in the textlinguistic, pragmatic, and discourse models of translation.
- 1) linguistic and social aspects
 - 2) textual and situational aspects
 - 3) textual and contextual dimensions
 - 4) textual and intertextual dimensions
- 93- According to Newmark the comparison of the TT with the ST, in assessing the quality of the translation, involves both quantitative (i.e. completeness of message transfer) and qualitative aspects, i.e. accurate '-----'.
- 1) in lexicon and in grammar
 - 2) in denotation and in connotation
 - 3) referentially, pragmatically stylistically and functionally
 - 4) in denotation and in connotation, referentially and pragmatically
- 94- Which of the following models are not comparative in their approach to translation criticism?
- 1) Reiss'
 - 2) Torop's
 - 3) House's
 - 4) Delabastita's
- 95- The CDA model of translation criticism developed locally substitutes equivalence with -----.
- 1) intertextuality
 - 2) correspondence
 - 3) textual transfer
 - 4) communicative readability
- 96- How is TQA different from translation criticism?
- 1) TQA is qualitative, but translation criticism is comparative.
 - 2) TQA is normative, but translation criticism is evaluative.
 - 3) The former looks for good/bad and right/wrong, whereas the latter deals with reception.
 - 4) The former is concerned with what the product is, whereas the latter examines what the product does.
- 97- The main motive of the translation critic is concerned with the probable ----- of the translator's choices.
- 1) results
 - 2) features
 - 3) effects
 - 4) requirements

98- Translation criticism can never be comprehensive or complete because:

- 1) The analyzed parts of the translated work may not be representative.
- 2) The analyzed characteristics of the work may not be outstanding.
- 3) The critic's job may lack a certain degree of inconsistency.
- 4) The critic's general knowledge may not be adequate.

99- In translation critics' view, translators are assumed to be -----.

- 1) rational individuals whose translations are at least relatively consistent
- 2) mediators who bridge the source and target cultures
- 3) creative reproducers whose translations are acceptable
- 4) agents who produce the best possible results

100- Criticism of a translated text turns into a negative exercise when -----.

- 1) the analyzed part suffices to make generalizations justifiable
- 2) the methodology used relies basically on one sort of analysis
- 3) the unplanned tools used to analyze are rationally exploited
- 4) the parts analyzed have not been chosen on a random basis

