



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF EDUCATION ARTS AND BACHELOR
OF ARTS WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

AKI 307: TRANSLATION I

Date: 21st February, 2018

Time: 3.30 - 6.30 pm

INSTRUCTIONS:

- Jibu maswali MATATU. Swali la KWANZA ni la lazima



AKI 307: TRANSLATION I

Date: _____

Time: _____

No. of candidates: 80

MAAGIZO:

Jibu maswali MATATU: Swali la KWANZA ni la LAZIMA

1. Tafsiri kimawasiliano makala A kutoka lugha ya Kiingereza hadi Kiswahili. (alama 26)
2. Tathmini umuhimu wa tafsiri katika maendeleo ya taifa changa. (alama 22)
3. Fafanua kwa mifano mchango wa Nadharia ya Mawasiliano ya Newmark (1982) katika taaluma ya tafsiri. (alama 22)
4. Huku ukitumia mifano, jadili vikwazo VITANO (5) vinavyoweza kukwamiza tafsiri ya fasihi. (alama 22)
5. Tofautisha kwa mifano ifaayo aina zozote NNE (4) za tafsiri. (alama 22)

Maseno University

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MAKALA A (TAFSIRI KWA KISWAHILI)

CONTEXT

Context is a controversial concept. Research in philosophy of language, linguistics and cognitive science has shown that the communicative content of an utterance cannot be limited to the conventional content of what is said. The notion of context has assumed a central role in language studies with the pragmatic turn that has shifted the focus from meaning to speaker's meaning, a change of paradigm that can be traced back to Wittgenstein's conception of language use and to the work of philosophers of language like Austin, Grice and Searle. In this framework pragmatics is the place where the intentional aspects of language use are treated. From a cognitive point of view communication is considered as an inferential process based on mental states and shared assumptions. The notion of context is then no more limited to the deictic features of an utterance referring to the spatial and temporal situation in which it occurs. All that contributes to interpret a communicative act beyond the spoken words may, broadly speaking, be included. Is it possible to identify different types of contexts and to make a taxonomy of them? How do different types of contexts relate to each other? How is the relevant contextual knowledge acquired? How do children learn to deal with different types of contexts?

Each type and instance of communication will have a specific context. A communications context can be thought of as the environment or human eco-system, in which communication takes place. Determining the context of a particular instance of communication involves considering the cultural, historical, psychological, social and physical factors at play.

The historical context involves the expectation of the speaker and the audience in situations that happen regularly or have happened in the past.

The psychological context refers to the mood and emotions of the audience, as well as the speaker to a lesser extent. How the audience is feeling will have an impact on how the speaker's messages will be received, and how they should be delivered.

Cultural context is one of the most obvious factors of communication, but it is also one of the most important. Culture relates to the beliefs and values of a group. The way material is effectively presented to a group of teenage boys will be different from the way it is effectively presented to a group of elderly women.

Social context is a personal matter. It involves the relationship of the speaker and the audience and the expectations involved in that relationship. The way an individual communicates with his employer will be different from the way he communicates with a drinking buddy.

The physical context involves the actual location, the time of day, the lighting, noise level and related factors. A speaker at a political rally might shout, pound the podium and use inflammatory language to get an audience excited. At many political rallies, this type of behavior is expected. Doing the same thing with a small group of friends around a fireplace late at night would produce a very different reaction.