



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Course Code: BA(JMC) 109

Course Name: Writing Skills

**Unit IV**

1. If you are a journalist working in a multi lingual society, you would be expected to gather the information in one language and write the story in another, or whether you write a story first in one language and then rewrite in another language. Explain the process that is being talked about here. Also, mention the do's and don'ts that should be considered in the process.
2. The Chevrolet model "Nova" did not sell as well as hoped in Latin America, which isn't really a surprise for Spanish speakers, because "no va" can be translated as "does not work" (literally: it's not going). This is a failed example of \_\_\_\_\_. Explain the concept.
3. The Indian name 'दृष्टि' is written in English as 'Drishti'.

Given above is an example of \_\_\_\_\_. Explain the concept along with some examples.