

F-2657

Sub. Code

7BVC1C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Visual Communication

**INTRODUCTION TO HUMAN COMMUNICATION AND
VISUAL COMMUNICATION**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Why do we need communication?
2. Define Human communication.
3. What is Kinesis.
4. What is the importance of chronemics?
5. What is Interactive Communication?
6. Define Circular Model.
7. Why do we need visuals.
8. What is illusion?
9. Define Design.
10. What is development?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the scope and nature of Human Communication with examples.

Or

- (b) Write a note on the importance of Visual Communication.

12. (a) 'Communication as a process'—Explain.

Or

- (b) What is Levels of Communication? Explain with examples.

13. (a) Explain the various stages of Inter personal communication with suitable examples.

Or

- (b) Define and Differentiate verbal and non-verbal communication with examples.

14. (a) Write a note on principles of visual and other sensory perceptions.

Or

- (b) Differentiate the importance of primary and secondary colour.

15. (a) How can the Group Communication contribute to social change?

Or

- (b) Write down the evaluation process of strategic communication.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the advantages and disadvantages of communication, human communication and visual communication with suitable example.
 17. Explain the impact on human communication with reference.
 18. Comment the importance and difference of Indian and western theories and Modeler.
 19. Write an essay on colour of psychology and theory on communication.
 20. Discuss the term 'Communication for Development' with current references.
-

F-2658

Sub. Code

7BVC2C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Visual Communication

MEDIA SOCIETY AND CULTURE

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define society.
2. Comment on mass media
3. Define sub culture
4. What is connotation?
5. What do you mean by psycho-analysis?
6. Write a note on cultivation?
7. Write a note on stereotyped image?
8. Define media saturation.
9. What is meant by gratification?
10. Define media audience.

Part B

Answer **all** questions, choosing either (a) or (b) (5 × 5 = 25)

11. (a) Explain the characteristics of mass media.

Or

- (b) Describe the powerful role of mass media in the development of society.

12. (a) Narrate the status of fan clubs and hero worship in Tamilnadu.

Or

- (b) Explain Popular culture Vs People's culture.

13. (a) Discuss: Gender stereotype in TV serials.

Or

- (b) Explain gender equality in media with an example.

14. (a) Write short notes on Semiotics.

Or

- (b) Explain the influence of TV advertisements on children junk food habit.

15. (a) Write short notes on any two theories on audience.

Or

- (b) Write the importance of audience analysis.

Part C

Answer any **three** questions. (3 × 10 = 30)

16. What is the relationship between Media and culture? Is media an agent of cultural decline? If so suggest ways to avoid erosion of our culture.
17. Narrate how media affect the politics of a country in forming the public opinion? Support your views with suitable example.

18. 'The main function of the media industry is to deliver media audiences to advertisers'. Critically analyze this statement.
 19. Discuss in depth the Uses and Gratification theory.
 20. Discuss on the role of cinema in shaping the youth culture.
-

F-2659**Sub. Code****7BVC3C1****B.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019****Third Semester****Visual Communication****ELEMENTS OF SCRIPT WRITING AND DIRECTION****(CBCS 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on synopsis.
2. Write the importance of plot.
3. What is screenplay?
4. Give an example for dialogue and post production.
5. What is costume?
6. Differentiate preproduction and postproduction.
7. What is Atmos sound?
8. Give any two examples for a crane shot from Tamil movie.
9. Write any two advantages of NLE.
10. Write the importance of continuity in film.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the narrative structure with an example.

Or

- (b) Is it necessary to have a theme in all movies—Justify.

12. (a) Differentiate script and screenplay of a movie with an example.

Or

- (b) Explain the master scene with an example.

13. (a) Write the role and responsibilities of any five persons in the film crew.

Or

- (b) Explain the types of work done in the in post production stage.

14. (a) Explain the role of audio for a horror movie with an example.

Or

- (b) Write the importance of sreadicam in movie production.

15. (a) Give examples for evolution of film language in editing.

Or

- (b) Write any two contributions by pioneers in editing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Climax of a movie helps to audience to think creatively–
Discuss.
 17. Explain the symbols and metaphors used in Tamil films.
 18. Write the importance of preproduction in the examples.
 19. Creative use of sound makes the movie meaningful.
Discuss.
 20. Write the trends in NLE used in films with examples.
-

F-2660

Sub. Code

7BVC4C1

**B.Sc. DEGREE EXAMINATION,
NOVEMBER 2019**

Sixth Semester

Visual Communication

MEDIA PRODUCTION AND MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Differentiate the FM and AM radio broadcasting.
2. Comment on Community Radio.
3. Write any two advantages of digital television.
4. Comment on DTH.
5. What is tele-cine converter?
6. Write a note on studio acoustics.
7. What is meant by New media?
8. Give any one idea to avoid hacking in New media.
9. Comment on NFAI.
10. Write anyone contribution of Kodai FM for the society.

Part B

(5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Differentiate AM and FM programs.

Or

- (b) Write the importance of Commercial broadcasting in radio.

12. (a) Appreciate anyone TV entertainment program of your choice.

Or

- (b) Differentiate DTH and cable TV network.

13. (a) Write the important equipments used in Television production.

Or

- (b) Explain the various types of tricks used in radio production.

14. (a) Explain the impact of piracy and hacking in the digital age.

Or

- (b) How do you use New media for your personal development?

15. (a) Explain the structure of anyone media organization.

Or

- (b) Write the importance of planning and execution in media management.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain any three stages of development in the history of Radio.
 17. Write the development in Television broadcasting in India.
 18. Write the basic requirements for Television production in the department of Visual Communication.
 19. Explain the merits and demerits of New media.
 20. Discuss the various departments and their role in cinema industry.
-

F-2661

Sub. Code

7BVC5C1

**B.Sc. DEGREE EXAMINATION,
NOVEMBER 2019**

Fifth Semester

Visual Communication

ELEMENTS OF EDITING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Differentiate Linear and Non-Linear editing.
2. What is final cut?
3. Comment on Continuity in editing.
4. What is Screen direction?
5. Give reasons to use slow motion and fast motion in editing.
6. What is the role of editor in film?
7. What is fast paced editing?
8. Differentiate real time and Screen time.
9. Comment on edge number.
10. What is the use of EDL?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain any three editing tools and their meaning when used for editing.

Or

- (b) Differentiate rough cut and final cut in editing.

12. (a) Creation of illusion of reality is possible with editing – explain.

Or

- (b) Explain the tools and transition used for smooth continuity.

13. (a) Editing is an art as well as science – Explain.

Or

- (b) Compare editing film with sound and without sound.

14. (a) Explain the way of creating artificial rhythm in editing with an example.

Or

- (b) Creating rhythm in fights is not easy – Explain.

15. (a) Write the role of sound effects in editing.

Or

- (b) Differentiate Voice over and Dubbing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Movie climax can be changed after releasing the movie – Discuss with examples.
 17. Explain the way of achieving lucid Continuity in editing with examples.
 18. Discuss the reasons for giving importance to songs and fights for a film.
 19. Time and Pace are like rails for a movie to run with rhythm – Discuss.
 20. Write your appreciation about the editing of any movie of your choice.
-