Sub.	Code
7BVCA4	

#### U.G. DEGREE EXAMINATION, APRIL 2021 & SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS Visual Communication

## Allied — ELEMENTS OF SOUND

#### (CBCS 2017 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A  $(10 \times 2 = 20)$ 

Answer all questions.

Write a note on the following:

- 1. Recording.
- 2. DAW.
- 3. Echo.
- 4. 5.1 Surround.
- 5. Dubbing.
- 6. Synchronize.
- 7. Noise.
- 8. Microphone.
- 9. RR.
- 10. DTS.

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

11. (a) Write short notes on Digital recording.

Or

- (b) Explain Tape recording with an example.
- 12. (a) Write short notes on Acoustics.

Or

- (b) Define Mixing console.
- 13. (a) Write short note on live recording.

 $\mathbf{Or}$ 

- (b) Explain the types of filters used in microphone for recording.
- 14. (a) Explain the audio recording devices with examples.

 $\mathbf{Or}$ 

- (b) Differentiate Mono and Stereo recording.
- 15. (a) What is the process of re-recording?

Or

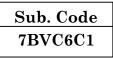
(b) Illustrate a procedural block diagram for studio.

 $\mathbf{2}$ 

**Part C** (3 × 10 = 30)

Answer any **three** questions.

- 16. What are the principles of recording?
- 17. Explain the input section, Output section and monitor section for recording.
- 18. Explain the features of live recording.
- 19. Discuss about the live recording during shooting of film.
- 20. Explain the preparation and procedure for audio recording in studio.



#### B.Sc DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

#### Sixth Semester

#### **Visual Communication**

### **ELEMENTS OF FILM**

#### (CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

# Part A $(10 \times 2 = 20)$

- 1. Define film.
- 2. What do you mean by world cinema?
- 3. Write a short note on mise–en–scene.
- 4. List out few silent movies in early cinema.
- 5. Define ideology.
- 6. What do you mean by screening?
- 7. What is frame?
- 8. Expand ASC.
- 9. Give your views about talkie era in Tamil cinema.
- 10. What is trench new wave cinema?

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

11. (a) Differentiate between narrative and non narrative form.

 $\mathbf{Or}$ 

- (b) Discuss about principles of film.
- 12. (a) Discuss the aspects of mise-en-scene.

Or

(b) What is realism in film?

13. (a) "Film follows a similar style". Comment.

Or

- (b) Elucidate the form and content in films.
- 14. (a) Who is a cinematographer? Discuss his roles and responsibilities in film making.

Or

- (b) "Oscar award is the biggest and the most reputed award". Discuss your views.
- 15. (a) Discuss about the history of world cinema.

Or

(b) Explain about German expressionism.

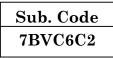
 $\mathbf{2}$ 

**Part C** (3 × 10 = 30)

Answer any **three** questions.

- 16. Explain in detail about various types of genres.
- 17. Describe in detail about aspects and narrative functions of mise-en-scene.
- 18. Film festivals are conducted in all the parts of the world. Why is it conducted and what impact does it have on the audience?
- 19. Explain the various camera shots with illustration and their meaning.
- 20. "75 years of Tamil cinema has seen various directors contributing for the development of it". Discuss your views.

3



#### B.Sc DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

#### Sixth Semester

#### **Visual Communication**

### FILM STUDIES

#### (CBCS – 2017 onwards)

Time: 3 Hours

Maximum : 75 Marks

## Part A

 $(10 \times 2 = 20)$ 

- 1. Define Cinema.
- 2. Differentiate between film and society.
- 3. Explain Mise-en scene.
- 4. Comment on props.
- 5. Discuss about genre.
- 6. What is montage?
- 7. What is hero workshop?
- 8. Discuss about the role of audience.
- 9. What do you mean by world cinema?
- 10. Tell about contemporary Tamil movie directors.

Answer **all** questions.

11. (a) Explain cinema as an institution.

Or

- (b) Differentiate between film appreciation Vs criticism.
- 12. (a) Discuss the role of camera movement in films.

Or

- (b) Compare between narrative and non-narrative.
- 13. (a) What is German expressionism?

Or

- (b) Describe of French new wave cinema.
- 14. (a) Discuss about audience positioning.

Or

- (b) Explain the role of fan clubs in Tamil cinema.
- 15. (a) "Great film maker bring out the culture and tradition in films". Comment on the quote.

Or

(b) Explain about any three international filmmakers and their few notable films.

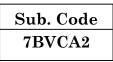
#### **Part C** $(3 \times 10 = 30)$

Answer any **three** questions.

16. Films plays a pivotal role in shaping the minds of the young people. Explain in detail how does its do that.

- 17. Discuss about the various elements required for film making.
- 18. Describe the portrayal of women in cinema.
- 19. Do audience get the message the creator of the message intended to say so. Discuss the gap the audience and the creator have and how to over come it.
- 20. Appreciate the movie "Tolet".

3



#### U.G. DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

## **Visual Communication**

## Allied – PRINCIPLES OF DESIGN

#### (CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

**Part A**  $(10 \times 2 = 20)$ 

Answer **all** questions.

#### Write a note on

- 1. Visual Structure
- 2. Shape
- 3. Texture
- 4. Line
- 5. Harmony
- 6. Proportion
- 7. Unity
- 8. Grid
- 9. Motivation
- 10. Perception

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

 (a) Virtual Reality can be achieved using 3D design – Explain.

Or

- (b) Explain the role of shape in Communication design.
- 12. (a) Explain the importance of image in design with an example.

Or

- (b) Geometrical shapes can be used for creating 3D design Illustrate.
- 13. (a) Explain the Principle of contrast with an example.

 $\mathbf{Or}$ 

- (b) Leading viewers eye can help to achieve rhythm Explain.
- 14. (a) Explain the rule of third for emphasis principle in design.

Or

- (b) How do you achieve formal balance in design?
- 15. (a) Explain the role of sensation in accepting the design.

Or

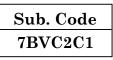
(b) Motivation leads to accept the design psychologically – Explain.

2

**Part C** (3 × 10 = 30)

Answer any **three** questions.

- 16. Abstract makes the 3D design simply understandable Explain.
- 17. How do you achieve design by replicating the nature? Give examples.
- 18. Explain any three principles of design with examples.
- 19. Achieving unity in design is a challenge Discuss.
- 20. Explain the role of creating inconvincing the viewer's perception in design.



#### B.Sc. DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

## Second Semester

#### Visual Communication

#### MEDIA, SOCIETY AND CULTURE

#### (CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

 $(10 \times 2 = 20)$ 

## Part A

- 1. Write any two functions of media.
- 2. What is mass media?
- 3. Comment on Pop culture.
- 4. What is hero-worship?
- 5. What is rhetoric?
- 6. What do you mean by stereo type?
- 7. What is meant by semiotics?
- 8. Comment on Psycho analysis.
- 9. Differentiate active and passive audience.
- 10. Comment on critical autonomy.

**Part B** (5 × 5 = 25)

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

11. (a) Explain the role played by media in India.

Or

- (b) Write the power of social media in Tamil Nadu with an example.
- 12. (a) Culture is passed from one generation to another Explain.

 $\mathbf{Or}$ 

- (b) Differentiate culture and subculture with an example.
- 13. (a) Explain media consciousness with an example.

Or

- (b) Write the relationship between cultural studies and media.
- 14. (a) Write the merits and demerits of reality shows.

Or

- (b) Explain the media analysis with an example.
- 15. (a) Explain the uses Gratification Theory with an example.

Or

(b) Write the importance of audience positioning in media.

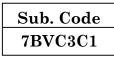
 $\mathbf{2}$ 

**Part C**  $(3 \times 10 = 30)$ 

Answer any **three** questions.

- 16. Discuss the social, political and economical impact of media in the society.
- 17. Social media can create change in worldwide activities Discuss.
- 18. Explain the social construction of reality by media with an example.
- 19. Discuss the role of Semitics in society with an example.
- 20. Explain the types of audience for media with examples.

3



## B.Sc. DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

## **Third Semester**

#### **Visual Communication**

#### ELEMENTS OF SCRIPT WRITING AND DIRECTION

#### (CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

**Part A**  $(10 \times 2 = 20)$ 

- 1. What you mean 'Exposition' in screen writing?
- 2. What is treatment?
- 3. Differentiate story and plot.
- 4. Short note on 'Dramatic irony'.
- 5. What is synopsis?
- 6. What is high angle?
- 7. What is the grammer of a movie?
- 8. 'NLE editing' give a short narration.
- 9. What is crane shots?
- 10. Who are they in 'Production Crew'?

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

11. (a) How do we connect the audience to the story?

Or

- (b) What is screen writing paradign?
- 12. (a) What are the types of 'Surprises' in screen writing?

Or

- (b) Define screen play (Writing) as a line as arrangement of related incidents, episodes leading to a dramatic resolution.
- 13. (a) What are the difference in 'Character' and 'Characterisation'?

Or

- (b) Differentiate 'Scenes' and 'Sequences'.
- 14. (a) What is the 'Conflicts' in a screen writing?

Or

- (b) How does camera angles, effects psychologically on audience?
- 15. (a) How do locating the inciting incident in a screen writing?

Or

(b) What are the problems in narrating a story?

**Part C**  $(3 \times 10 = 30)$ 

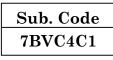
Answer any three questions.

- 16. Enlist three pioneers in film editing.
- 17. What is film genre? How does it connect with structure of a screen writing?

 $\mathbf{2}$ 

- 18. What are the important camera movements?
- 19. What are the process in film making?
- 20. Elaborate with detail about the paradigm of a screen writing.

3



## B.Sc. DEGREE EXAMINATION, APRIL 2021 &

#### Supplementary/Improvement/Arrear Examinations

## Fourth Semester

#### **Visual Communication**

#### MEDIA PRODUCTION AND MANAGEMENT

#### (CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A  $(10 \times 2 = 20)$ 

- 1. Define "TPTV".
- 2. Idea generation is a part of \_\_\_\_\_
- 3. Which ministry is control 'All India Radio'?
- 4. When was Internet launched in India?
- 5. What is flogging?
- 6. Who is anchor?
- 7. What is pipe grid?
- 8. What is the purpose of transmitter?
- 9. Which was the first vernacular paper in India.
- 10. When, who radio invented?

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

11. (a) Enumerate any three most popular television channels in India.

Or

- (b) What is the importance of circular department of any newspaper organisation?
- 12. (a) What are the two main categories of radio services?

 $\mathbf{Or}$ 

- (b) What is the function of 'TRAI'?
- 13. (a) Narrate about 'The information Technology Act?

Or

- (b) What are the impact of new media on Traditional media?
- 14. (a) What are the process in television production?

Or

- (b) What are the lightings used in television broadcasting?
- 15. (a) Define piracy. What are the types of piracy?

Or

(b) Distinguish Analogue and Digital Television.

 $\mathbf{2}$ 

**Part C**  $(3 \times 10 = 30)$ 

Answer any **three** questions.

- 16. "Freedom of information through the media is critical for the well being of the natural culture". Analysis.
- 17. What are the newspaper categories?
- 18. Elaborate the development of Television media in India?
- 19. What is social media? What are the types of social media?
- 20. Give an elaborate account of various equipments required for television production.