

F-8221

Sub. Code

7BVC2C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

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 mass media.
2. What do you mean by media monopoly?
3. Define society.
4. What do you mean by popular text?
5. Define culture.
6. What is culture shock?
7. What is consumerist culture?
8. Define semiotics.
9. Write a note on term visual rhetoric.
10. Comment on hero worship.

Part B

(5 × 5 = 25)

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

11. (a) Write short note on the functions of mass media.

Or

- (b) Identify the relationship between Media, culture and society.

12. (a) Explain: Youth culture and Pop culture.

Or

- (b) Discuss the role of media in enforcing a dominant ideology during election.

13. (a) Do media construct reality? Substantiate your view.

Or

- (b) What do you mean by media myth? Is it prevalent in the media?

14. (a) Write short notes on gender equality in media.

Or

- (b) Explain the influence of media text on children's food culture.

15. (a) Write short notes on audience analysis and why is it necessary?

Or

- (b) Differentiate active and passive audience.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Narrate the powerful role of media in bringing about social change in developing country like India.
 17. Discuss the advantages and disadvantages of media in shaping youth culture.
 18. Critically analyse for gender stereotyping in TV advertisements.
 19. Explain the influence of cartoon channels on children aggressive behavior?
 20. Do media gratify its audience? Discuss it with uses and gratification theory.
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7BVC3C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

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** the questions.

1. Define script.
2. What is denouncement?
3. Who is called development director?
4. What is exposition?
5. Define film stock.
6. Who is called gaffer?
7. Define imagery.
8. What is master scene format?
9. Define film editing?
10. Give an example of tracking shots.

Part B

(5 × 5 = 25)

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

11. (a) Describe the nature and structure of the climax.

Or

- (b) What are the basic elements required to write a fictional story?

12. (a) Explain how to write a script outline for a television program.

Or

- (b) Write any two formats used for screenplay writing.

13. (a) Outline the purpose of a script break down.

Or

- (b) List out the activities involved in the stage of post-production.

14. (a) Write short notes on synchronous and asynchronous sound.

Or

- (b) Describe the dramatic effect of camera angles in thriller movies.

15. (a) Explain the elements of mise en scene

Or

- (b) Write about the common techniques used in continuity editing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the complex structure of a story.
17. Discuss how effectively the concept of symbols and metaphor applied in the movie 'UP'.
18. Explain the roles and responsibilities of the production team.
19. Describe the types of camera movements.
20. Trace the evolution of film language of editing.

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7BVC4C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Fourth 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. What is media production?
2. What is Vividh Bharathi?
3. Expand DTH, ESPN, CNBC and CN
4. Why do we need Cable Television Network?
5. What is studio Acoustics?
6. What is special effects generator?
7. Define piracy.
8. What do you understand the term technical feasibility?
9. Why do we need co-ordination?
10. What is plan?

Part B

(5 × 5 = 25)

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

11. (a) Define and discuss the role of FM radio.

Or

- (b) Explain the advantages and disadvantages of Radio with suitable examples.

12. (a) Comment on Cable Television Act.

Or

- (b) Write a note on the role and services of Doordarshan channel.

13. (a) What are the equipments involved in Television Programme Production? Explain its uses.

Or

- (b) Differentiate the concept of Analogue and digital television.

14. (a) Write a note on Modern trend in New Media Communication.

Or

- (b) What is on-line Media? Explain.

15. (a) Explain the Nature and organizational structure of Cinema Industry.

Or

- (b) Comment the role and importance of decision making in Media Organization.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What is AIR? Explain the various stages, services and importance of AIR.
 17. Differentiate the working Mechanism, structure and functions of Terrestrial and Satellite Broadcasting.
 18. Elaborately explain the different types of Television Standards and its functions.
 19. Define and explain the advantages and disadvantages of New Media.
 20. Discuss the organizational structure and function of Newspaper Industry with suitable Diagram.
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F-8224

Sub. Code

7BVC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Fifth Semester

Visual Communication

ELEMENTS OF EDITING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is editing?
2. What is 'Rough Cut in Editing'?
3. Comment on 'Illusion of reality'.
4. Comment on 'Match cut'.
5. What is scene?
6. What is Timeline?
7. Write any two types of audio file formats?
8. Name any two types of Transitions.
9. Name any two recording software of audio?
10. Expand VFX.

Part B

(5 × 5 = 25)

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

11. (a) Explain the Non-Linear film editing.

Or

- (b) Write the impact of online film editing.

12. (a) Explain the types of shots.

Or

- (b) Write the importance of continuity in film editing.

13. (a) Explain the sound and its role in movies.

Or

- (b) Explain the green mate studio setup with a diagram.

14. (a) Role of GFX in films.

Or

- (b) Explain the importance of cutting point in editing.

15. (a) Explain the re-recording of the songs.

Or

- (b) Explain any two software which is used to edit the video files only.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Differentiate the online and offline editing.

17. Write the impact of VFX in fantasy movies.

18. Discuss the reason for giving sentimental scenes to the Kollywood movies.
 19. Discuss the 'Importance of camera angles in the movie'.
 20. Write the appreciation of editing in any Tamil movie.
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