

**F-9138**

**Sub. Code**

**7BVC2C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2023.**

**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 culture.
2. What is semiotics?
3. Define mass media.
4. What is meant by sub culture?
5. What is gender stereotype?
6. Define audience.
7. What is para social relationship?
8. Define segmentation.
9. What is cognition?
10. Define sociology.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the effect of mass media on society.

Or

- (b) What is the role of mass media in the developing countries?

12. (a) Amplify the significance of popular culture. vs people's culture.

Or

- (b) Describe the features of popular culture.

13. (a) Explain why media is considered as consciousness industry.

Or

- (b) Discuss the representation of women in media with examples.

14. (a) What is signifier and signified in semiotics?

Or

- (b) Explain about the concept of media myths in Indian cinema.

15. (a) What are the steps involved to analyze the characteristics of media audience?

Or

- (b) Identify the role of active and passive audience in mass media.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the power of mass media.
  17. Analyze the impact of hero worship among young audience in Tamil cinema industry.
  18. Discuss in detail about the social construction of reality framed by media with examples.
  19. Examine the status of women in mainstream media
  20. Write an essay on the effect of uses and gratification theory.
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**F-9140**

**Sub. Code**

**7BVC4C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Visual Communication**

**MEDIA PRODUCTION AND MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What you mean by circulation?
2. Define magazine.
3. Which was the first Indian movie?
4. Who is responsible for the regulation of motion pictures broadcast in India?
5. When was Internet born in USA?
6. What is 'Twitter'?
7. Define DTH.
8. What convert sound waves into electrical energy of the audio signals?
9. What are the three stages in Television production?
10. Who invented radio?

**Part B**

(5 × 5 = 25)

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

11. (a) Enumerate any three of HD channels in India.

Or

- (b) Discuss the function of editorial department of news paper organisation.

12. (a) What is the structure of all India Radio?

Or

- (b) What is the organisation structure of doordarshan?

13. (a) What you means by social networking sites? What are the types?

Or

- (b) What are the three stages of Television programme production?

14. (a) What are the purpose of the lighting consoles?

Or

- (b) What is Hacking? What are the three types of hackers?

15. (a) What is the use of 'video switcher'?

Or

- (b) What is the structure of film organisation?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the three different media ownership?
17. Explain in detail (a) satellite broadcasting (b) cable Television network and DTH Television.
18. What is new media? What are the characteristics of new media?
19. Describe the work profile of key professionals in a programme production.
20. Draw newspaper organisation chart.

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**F-9141**

**Sub. Code**

**7BVC6C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Visual Communication**

**ELEMENTS OF FILM**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define genre.
2. Why is film a narrative form?
3. Tell about cinema at its earlier phase.
4. Write a short note on Lumiere brothers.
5. Comment on the term ideology.
6. Write about the French new wave.
7. What do you mean by independent films?
8. Expand CBFC.
9. Tell about Tamil movies in silent era.
10. "Film is an Art for expression" Comment on this line.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the Mise-en-scene and its aspects.

Or

- (b) Explain the close up shot and its impact in films with reference to movies of your choice.

12. (a) Write about the role of Griffith in world cinema.

Or

- (b) Write your views about transformation of cinema from black and white to colour.

13. (a) Differentiate between Technological development and aesthetic development of cinema.

Or

- (b) Explain the role of Montage in film making.

14. (a) Elaborate about cinema as a tool for social change.

Or

- (b) Explain the contemporary Tamil cinema.

15. (a) Express your views about the various eras of Tamil cinema.

Or

- (b) Write a short note on

- (i) Neo, realism  
(ii) Surrealism.



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various camera movements and their meaning.
  17. Discuss the pioneers of world cinema and explain their contributions.
  18. Express your views about various genres in film making.
  19. Discuss the Indian cinema and its development in recent years.
  20. "Films have a language which are spoken in visuals" comment on this quote.
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**F-9142**

**Sub. Code**

**7BVC6C2**

**B.Sc. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Visual Communication**

**FILM STUDIES**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Film review?
2. What do you mean by film projection?
3. Comment on non narrative films.
4. Write a short note on lighting.
5. What is world cinema?
6. Define montage.
7. Write a note on realism in films?
8. State any two popular Indian film makers.
9. List out any two types of audience.
10. Name any two movies directed by Akira Kurusowa.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the responsibilities of film critics.

Or

- (b) Write the role of film in shaping the society.

12. (a) Describe the need to analyze films.

Or

- (b) Write your views about the role of costume and make up in films.

13. (a) Differentiate Masculinity and Feminism in films.

Or

- (b) Explain the Soviet montage cinema with an example.

14. (a) Elaborate the role of audience in determining the success and failure of a film.

Or

- (b) Explain the fan clubs and how does it help in the promotion of films.

15. (a) Express your views about the cinematic codes of great Indian film makers.

Or

- (b) Indian movie have reached to the level of world cinema – Justify.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the history and development of cinema.
  17. Elaborate the various types of stages in the production of a film.
  18. Write a short note on
    - (a) French new wave
    - (b) German expressionism
  19. Discuss the role of censor board and what impact does it have with the audience.
  20. "Cinema should make you forget you are sitting in a theater" Comment on this quote.
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