

F-0439

Sub. Code

7BVC2C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Who are called gatekeepers?
2. What is popular culture?
3. Define society.
4. What is psychoanalysis in simple terms?
5. What is interactive media?
6. Define rhetoric.
7. Give an example of social construction of reality.
8. Define cybernetics.
9. Who are called passive audience?
10. Define gratification.

Part B

(5 × 5 = 25)

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

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

Or

- (b) Analyze the impact of media on the family system among young audience.

12. (a) Describe the significance of culture and sub culture.

Or

- (b) Discuss about the role of media and popular culture in India.

13. (a) Do you think the representation of women in media needs to change in our country? Substantiate your views.

Or

- (b) Explain the characteristics of cultural studies approach to media.

14. (a) Examine the central concepts of psychoanalysis theory.

Or

- (b) Outline the important features of media text.

15. (a) Describe the concept of audience positioning.

Or

- (b) Analyze the effect of new media on the academic performance of teenagers.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of mass media with examples.
 17. Do you think media and popular culture influence our value system? Substantiate your views.
 18. Explain and critically discuss the rhetoric of image.
 19. Write an essay on uses and gratification theory.
 20. Explain the different approaches to media analysis.
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F-0440

Sub. Code

7BVC4C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 is radio broadcasting?
2. Comment on 'Acoustics'?
3. Expand 'NBC' and 'BBC'.
4. Write the advantages of HDTV.
5. Name the 'Three Point Lighting'?
6. What you mean by unidirectional mic?
7. Give any two example for New Media?
8. Write the advantages of Bluetooth in mobile phones.
9. What is e-paper?
10. Comment on Media Ownership.

Part B

(5 × 5 = 25)

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

11. (a) Explain the History of Radio in India.

Or

- (b) Write the Importance of Radio News.

12. (a) Write the development of Indian Television.

Or

- (b) Explain the Cable Television Network.

13. (a) Explain the Basic requirements of Television Studio.

Or

- (b) Explain the types of Camera Shots.

14. (a) Write the advantages of Facebook.

Or

- (b) New Media have more job opportunity – Explain.

15. (a) Explain the Editorial Page with an example.

Or

- (b) Write a Coordination in Media Organization.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write the advantages and Disadvantages of Radio.

17. Discuss on 'Television Reality Shows'.

18. Differentiate Analogue and Digital Television.
 19. Write the impact of Piracy and Hacking.
 20. Discuss the advantages of mobile phones', in the digital age.
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F-0441

Sub. Code

7BVC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

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 Non-Linear editing?
2. Comment on 'Editing Tools'.
3. Expand FCP.
4. Write any two name of the cuts.
5. What is shot?
6. Comment on 'Time-lapse'.
7. Write any two types of video file formats.
8. Comment on 'Rhythm'.
9. Name any two film editing software.
10. Expand GFX.

Part B

(5 × 5 = 25)

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

11. (a) Explain the Linear film editing.

Or

- (b) Write the Impact of film editing stages.

12. (a) Write a Illusion of reality in scene.

Or

- (b) Explain the Importance of film editing.

13. (a) Differentiate slow motion and fast motion effect.

Or

- (b) Write the importance of aesthetic of film editing.

14. (a) Explain the role of time management in editing.

Or

- (b) Explain PAL and NTSC.

15. (a) Write the necessity of preparing EDL.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write a story on 'Importance of film editing'.
 17. Explain the impact of Jump cut, Match cut and Parallel cut.
 18. Discuss the 'Types of transitions' used for film editing.
 19. Differentiate the 'Real time and Screen time'.
 20. Write the 'Role of sound in movies'.
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F-0442

Sub. Code

7BVC6C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. What is Grammar in film?
2. Define Narrative form.
3. Why do we need sets in films?
4. What is the use of sound in films?
5. Define Ideology.
6. What is the importance of space in film?
7. Mention any three film festivals.
8. Mention any three National Film Award Category.
9. What is Contemporary Film?
10. Define Film Form.

Part B

(5 × 5 = 25)

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

11. (a) Comment on Non-Narrative Films.

Or

- (b) What is a language and syntax in film?

12. (a) Comment on power and aspects of Mise-en-Scene.

Or

- (b) Comment on importance of lighting on film.

13. (a) Explain the selection of visuals with reference to characters in a film.

Or

- (b) Write a note on disunity, form and style.

14. (a) Comment on the importance of image with reference to Montage and long take.

Or

- (b) Explain the role and functions of framing in film production.

15. (a) Define and explain surrealism.

Or

- (b) What is French New Wave? Explain.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various types of film Genre with suitable examples.
 17. Discuss the elements of Mise-en-Scene and their important functions with examples.
 18. 'Style as a Formal System' — Justify your answer with suitable examples.
 19. Discuss the role, importance and properties of a cinematographer.
 20. Discuss the history and development of Indian Cinema.
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F-0443

Sub. Code

7BVC6C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Comment on film criticism.
2. Write your experience in two sentences about OTT.
3. What do you mean by Mise-en-Scene?
4. Name any two props used in films.
5. Comment on Montage.
6. Write a note on auteur of cinema.
7. Differentiate active and passive film audience.
8. What is hero worship?
9. Write the contribution of Serge's Eisenstein.
10. Name any two films directed by Akira Kurasowa.

Part B

(5 × 5 = 25)

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

11. (a) Write the responsibilities of a film critic.

Or

- (b) Appreciate the movie you saw recently in cinema theatre.

12. (a) Differentiate narrative and non-narrative films.

Or

- (b) Explain the cinematic codes.

13. (a) Explain the types of Genres in films.

Or

- (b) Write the representation of gender and sexuality in films.

14. (a) Explain the problematising the film audience and how to handle them.

Or

- (b) Write the levels of hero worship in Tamilnadu.

15. (a) Explain the techniques used by Sathyajit Roy in his films.

Or

- (b) Write a film review for any one film of Akira Kurasowa.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Cinema used as a commodity in the digital era — Discuss.
 17. Explain the editing techniques used in Tamil movies.
 18. Write a note on :
 - (a) French New Wave
 - (b) Neo realism
 - (c) German expressionism.
 19. Explain the audience as film makers with an example.
 20. Discuss the works of Indian film makers and their contribution to society.
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