

BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024
UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE (MASS COMMUNICATION AND JOURNALISM)
COURSE: 24UJMCDCSC103 - INTRODUCTION TO VISUAL COMMUNICATION
(For Regular 2024 Admission)

Time: 2 Hours

Max. Marks: 50

PARTA

Answer any five from the following in one or two sentences each

1. What is expressionism?
2. Define public communication .
3. Mention the importance of feedback in communication.
4. Define camera obscura.
5. Define visual perception
6. What is Dadaism?
7. Define Kinesics.

(2 x 5 = 10)

PARTB

Answer any five from the following in about 100 words each

8. Differentiate zoom lens and prime lens.
9. Explain the functions of mass media.
10. Differentiate primary colour, secondary colour and tertiary colour.
11. Discuss the concept of visual power and visual pleasure.
12. Explain image editing software. Give examples.
13. Write about shutter speed, aperture and ISO.
14. Explain the difference between elements and principles of design.

(5 X 4 = 20)

PARTC

Answer any two from the following in about 300 words each

15. What makes an advertisement memorable, and how do brands achieve this?
16. Trace the evolution of visual communication.
17. Elaborate the role of folk media among the rural and tribal society as a popular culture.
18. Explain non verbal communication. Give examples.

(10 x 2 = 20)