

UG-AS-298

BVCS-11

U.G. DEGREE EXAMINATION — JULY 2022.

Visual Communication

(From CY – 2020 onward)

First Semester

**INTRODUCTION TO VISUAL
COMMUNICATION**

Time : 3 hours

Maximum marks : 70

SECTION A — (3 × 3 = 9 marks)

Answer any **THREE** questions out of Five questions in
100 words.

All questions carry equal marks.

1. What is verbal communication?
2. Expand SMR.
3. What is nature of mass communication?
4. Define mass culture
5. What is infotainment?

SECTION B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. What are the difference between intra and inter personal communication?
7. Write in detail on SMCR Model
8. What is process of communication?
9. What is mass culture and its effect on communication?
10. What is Right to Information?

SECTION C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. What are the functions of communication?
12. Write in detail on Shannon and weavers model of communication?
13. What are the characteristics of audiences?

14. What is cultural integration and cultural pollution?
 15. Write in detail on freedom of speech and expression.
 16. How are media accountable to audience while reporting information?
 17. How press play a vital role in modern democracy?
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BVCS-12

**U.G. DEGREE EXAMINATION —
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Visual Communication

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First Semester

SOCIAL PSYCHOLOGY

Time : 3 Hours

Maximum Marks : 70

PART A — (3 × 3 = 9 Marks)

**Answer any THREE questions out of five questions in
100 words**

All questions carry equal marks.

1. What is pro social behavior?
2. Explain aggression?
3. What is optimistic bias?
4. What is the influence of cognition?
5. What is persuasion?

PART B — (3 × 7 = 21 Marks)

Answer any THREE questions out of five questions in
200 words

All questions carry equal marks

6. What are the elements that contribute to resistance to persuasion?
7. What is the cognitive approach to impression formation?
8. What are the nature and types of groups?
9. What are the dimensions of attitude?
10. What is casual audience?

PART C — (4 × 10 = 40 Marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. What is nature and scope of social psychology?
12. Write in social learning process?
13. What public opinion?
14. What are the classification of collective masses?

15. What is collective behaviour?
 16. What is role of mass communication in public opinion formation and change?
 17. How are audience classified?
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UG-AS-300

BVCS-21

U.G. DEGREE EXAMINATION —

JULY 2022.

Visual Communication

(From CY – 2020 onwards)

Second Semester

WRITING FOR MEDIA

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of five questions in
100 words.**

1. What is news source?
2. What are caption?
3. What is news beat?
4. What are the elements of news?
5. What are feature?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of five questions in 200 words.

6. What are the procedures for writing a news report?
7. What are the difference between news 'source' and news 'beat'?
8. What do you mean by news values?
9. Explain the important features of column writing
10. What is photo journalism?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of seven questions in 500 words.

11. What is investigative reporting? Do you feel its need in modern news writing? Give your views stating in which areas of reporting its presence is now widely felt.
12. Discuss the role of the media in creating environmental awareness and its success or failure as a watch dog with reference to at least two recent examples.

13. Democracy can be measured by the quality of political and human rights reporting-Discuss.
 14. What is 'editing'? What are the main aspects of editing? Discuss briefly the role of chief SubEditor in editing newspaper.
 15. Do you think that the re-writing desk is absolutely essential at any newspaper office?
 16. Discuss briefly the principles of news editing. What role does a chief sub editor play in making of a newspaper?
 17. Do you think news sources make news? Discuss with examples the importance of news sources in making news.
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UG-AS-301

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**U.G. DEGREE EXAMINATION –
JULY 2022.**

Visual Communication

(From CY – 2020 onwards)

Second Semester

VISUAL LITERACY

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five questions in
100 words.**

All questions carry equal marks.

1. What is typography?
2. What are illustration?
3. What is graphics?
4. What are proportions?
5. What are colour scheme?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. What are the additive and subtractive colours?
7. What is the role of perception?
8. What do you mean by aesthetics and semiotics?
9. Explain the importance of colour themes in designing.
10. What is photo illusion?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. Write in detail on various nonverbal communication tool.
12. What is constructivism?
13. Discuss composition and visual balance.
14. What is the impact of visuals in new reporting?

15. What are the morals and ethical issues faced in showing visuals in mass media?
 16. What is the impact of socio cultural aspect in preparing visuals?
 17. Prepare a logo for cosmetic brand with tagline.
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