TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Journalism and New Media Studies

ASSIGNMENT

Course Code & Name   : BVCS 21 – writing for media
Programme Name   : B.Sc (Visual Communication)
Batch   : CY 2023 (2nd Sem)
No.of Assignment   : 2
Maximum CIA marks   : 30

ASSIGNMENT – 1

Max : 30 marks

Answer any one of the questions not exceeding 1000 words

1. Write down the nature and characteristics of newspaper
2. What are the difference between broadsheet and tabloid newspapers
3. What are the types of Editorials

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No.of Assignment : 2
Maximum CIA marks : 30

ASSIGNMENT – 2

Max : 30 marks

Answer any one of the questions not exceeding 1000 words

1. Write about informational and educational programmes
2. What are the textual and visual limitations in newspapers
3. How Internet plays a role in making News paper Informational, Educational and Entertainment? Analyse

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ASSIGNMENT

Course Code & Name : BVCS 22 – Visual Literary
Programme Name : B.Sc (Visual Communication)
Batch : CY 2023 (2nd Sem)
No.of Assignment : 2
Maximum CIA marks : 30

ASSIGNMENT – 1

Max : 30 marks

Answer any one of the questions not exceeding 1000 words
1. Explain Visual Perception Theory
2. What are the Features of Gibson's Theory
3. What are the communication models in visual theory?

ASSIGNMENT

Course Code & Name	: BVCS 22 – Visual Literary
Programme Name	: B.Sc (Visual Communication)
Batch	: CY 2023 (2nd Sem)
No.of Assignment	: 2
Maximum CIA marks	: 30

ASSIGNMENT – 1

Max : 30 marks

Answer any one of the questions not exceeding 1000 words

1. Explain in detail on various forms of non-verbal communication
2. Write in detail on Gestalt theory
3. Explain perceptual theories: role of perception, semiotics, cognitive?