



TAMIL NADU OPEN UNIVERSITY

Chennai - 15
School of Journalism and New
Media Studies

SPOT ASSIGNMENT

**COURSE - B.Sc., Visual
Communication
BASIC PHOTOGRAPHY**

**COURSE CODE
BVC 05**

Time: 1 Hour

Total Marks: 25

Write an essay on any two of the following:

1. What are the types of lens
2. Write Three point Lighting and Five Point Lighting.
3. What are the Qualities for a Photojournalist



TAMIL NADU OPEN UNIVERSITY

Chennai - 15
School of Journalism and New
Media Studies

SPOT ASSIGNMENT

**COURSE - B.Sc., Visual
Communication
ADVERTISING AND PUBLIC
RELATIONS**

COURSE CODE

BVC 06

Time: 1 Hour

Total Marks: 25

Write an essay on any two of the following:

1. What are the Cooperative and Public service advertising?
2. Write about Advertising campaign.
3. What are the Functions and responsibilities of PRO?



TAMIL NADU OPEN UNIVERSITY

Chennai - 15
School of Journalism and New
Media Studies

SPOT ASSIGNMENT

**COURSE - B.Sc., Visual
Communication
MEDIA, SOCIETY AND
CULTURE**

**COURSE CODE
BVC 07**

Time: 1 Hour

Total Marks: 25

Write an essay on any two of the following:

1. Write about Dynamics of modern communication?
2. What are the effect of globalization on Indian media?
3. Write in detail on Media and audience