

Reg. No. : .....

D 116

Q.P. Code : [07 BVC 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Part III — Visual Communication

COMMUNICATION MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Do you find objective reporting in Tamil press even though we have a dozen dailies and magazine? Explain why this trend has afflicted language press.
2. Delineate the program content and style of presentation in AIR broadcast
3. What is seen on the Television is reflected in the behavior of youth – Give your critical comment.

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4. Examine the role and responsibility of Praesar Bharathi in controlling Government broadcast.
5. Tamil films have started reflecting realities. This will pave way slowly from newer and bolder initiatives away from formulaic ventures. Expand
6. Do films require a strong political message? Is it needed in Indian scenario? Present your arguments.
7. The Internet has made possible entirely new forms of social interaction, activities and organizing. Explain
8. Critically examine the news concepts in the context of emerging trends in media. Substantiate your arguments with suitable examples.

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B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Part III — Visual Communication (Electronic Media)

GRAPHIC PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the different types of composing in graphic and printing process.
2. How computer did replaces all existing printing technology? Explain.
3. Analyse the page layout, photograph and printing technology of your institutional magazine.
4. Prepare eight page dummy for your college/university/department magazine.

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5. How typography would useful for use of digital printing technology? Describe.
6. Colour page printing has become places in dailies. Explain the four colour printing process.
7. Cover page is the window to the contents. How careful one should be in designing the cover of a magazine?
8. What is photogravure? Explain the technology used for printing photos and graphics in digital era.

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B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Part III — VISUAL COMMUNICATION  
(Electronic Media)

PHOTOGRAPHY

Time : Three hours . Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the basic principles guiding colour photography.
2. Discuss the importance of light in photography. What are the types of lighting techniques used in indoor shootings?
3. Examine the special skills involved in fashion photography.

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4. Describe the various stages in development of a photograph.
5. 'Shapes helps convey the nature of a subject in a photograph not just what it is, but what it is like'-- argue.
6. Describe some of the techniques used to create special effects.
7. Discuss the job opportunities for photographers in India.
8. Express your views on digitalization of photo journalism.