

**2/H-78 (iv) (Syllabus-2018)**

**2019**

**( April )**

**MASS COMMUNICATION AND  
VIDEO PRODUCTION**

**( Honours )**

**( Media Script Writing )**

**( MCVP-202 )**

**Marks : 55**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

1. Write short notes on the following :  $2\frac{1}{2} \times 4 = 10$

(a) Audience mapping

(b) Sequence outline

(c) Storyboard

(d) Blogs

2. Define media script. Highlight upon key characteristics of TV audience. Differentiate between writing for TV and radio.

$2 + 4 + 5\frac{1}{4} = 11\frac{1}{4}$

Or

Discuss the role of a scriptwriter. What do you understand by visual grammar? Explain the importance of research while scripting.

 $3+3+5\frac{1}{4}=11\frac{1}{4}$ 

3. What is visual writing? Discuss the different stages of scripting for TV.

 $2+9\frac{1}{4}=11\frac{1}{4}$ 

Or

What is characterization? Explain the different tools of characterization.

 $2+9\frac{1}{4}=11\frac{1}{4}$ 

4. What do you understand by documentary? Mention the different kinds of documentary. Highlight the key characteristics of any one style of documentary.

 $2+4+5\frac{1}{4}=11\frac{1}{4}$ 

Or

What are story structures? Define narrative structure. Discuss the importance of sound in documentary films. Differentiate between documentary and fiction genre.

 $2+2+3+4\frac{1}{4}=11\frac{1}{4}$ 

5. Explain with relevant examples how writing for Web is different than TV.

 $11\frac{1}{4}$ 

Or

Explain the main characteristics of Web media. Write briefly on audience Web behaviour. Discuss the various formats and styles for Web writing.

 $4+3+4\frac{1}{4}=11\frac{1}{4}$ 

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**2/H-78 (v) (Syllabus-2018)**

**2019**

**( April )**

**MASS COMMUNICATION AND  
VIDEO PRODUCTION**

**( Honours )**

**( Media Scene in India )**

**( MCVP-203 )**

**Marks : 55**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Write short notes on the following :  $2\frac{1}{2} \times 4 = 10$**

**(a) Verghese Committee**

**(b) Central Board of Film Certification  
(CBFC)**

**(c) Audit Bureau of Circulation (ABC)**

**(d) Doordarshan Kendra—Shillong**

**2. What are the social objectives that Indian  
Television is expected to incorporate and  
achieve in their programs?**

**11½**

**( Turn Over )**

Or

Write a note on the Indian Press during the emergency period in India.

3. Write a note on the mission and objectives of the Telecom Regulatory Authority of India (TRAI).

11¼

Or

Write a note on the National Telecom Policy of 1999.

4. How are newspaper different from news agency? Trace the history of the Press Trust of India (PTI).

5+6¼=11¼

Or

What are the functions of the National Film Development Corporation (NFDC)? How can it boost independent film making in India?

6+5¼=11¼

5. Write a note on the rise and growth of commercial films in India.

11¼

Or

"Meghalaya as a State does not have a State film policy yet." Give your own arguments on whether we need or don't need such a policy.

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**2/H-78 (iii) (Syllabus-2018)**

**2 0 1 9**

**( April )**

**MASS COMMUNICATION AND  
VIDEO PRODUCTION**

**( Honours )**

**( Visual Communication )**

**( MCVP-201 )**

**Marks : 38**

**Time : 2 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Write short notes on the following : 2×4=8**

**(a) Golden mean**

**(b) Colours**

**(c) Iconic image**

**(d) Typography**

**2. Briefly trace the history of visual  
communications from cave art to digital art. 7½**

**Or**

**Elaborate on Gestalt's theory of visual  
perception. 7½**

**D9/1623**

**( Turn Over )**

3. Differentiate between connotative and denotative meanings of an image with relevant examples. 7½

Or

What do you understand by stereotypes? Discuss with examples how advertising images create and reinforce stereotyping. 7½

4. What is a line? Explain the principles of composition with illustrations. 7½

Or

What is typography? How is it applied to different media? Discuss the dominant elements of newspaper design and layout. 7½

5. What are the four theories of art? Describe any two famous artists and their works. 7½

Or

What is a comic? Discuss the grammar of comics with illustrations. 7½

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