

2/H-78 (iv) (Syllabus-2015)

2 0 1 8

(April)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(MVH-202)

(Media ScriptWriting)

Marks : 56

Time : 3 hours

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

1. Write short notes on the following : 3×4=12

(a) Continuity and compilation sequence

(b) Visual grammar of TV

(c) Writing formulas

(d) Invention and inquiry stage

**2. "Visual writing means making images stand
for words."**

*Explain the above statement in the context of
media scriptwriting.*

11

(Turn Over)

Or

Define demographics. Highlight upon the key characteristics of a radio audience. Explain why radio is called the theatre of the mind.

2+4+5=11

3. What is storyboard scripting? Why is storyboard essential for televisions and films?

3+8=11

Or

What do you understand by sequence outline? Discuss how to break treatment into sequences taking references from a self-developed plot.

3+6+2=11

4. Differentiate among theme, idea and premise. What are hooks? Describe the various attention-seeking devices often used in media script.

3+3+5=11

Or

Define conflict. Highlight the importance of conflicts in scripting.

2+9=11

5. What do you understand by genre? Highlight the role of protagonist and antagonist in any two popular film genres.

3+4+4=11

Or

Define story structures. What do you understand by dialogue? Explain the techniques of writing dialogue.

3+2+6=11

2018

(April)

MASS COMMUNICATION AND VIDEO PRODUCTION

(Honours)

(Visual Thinking)

(MVH-201)

Marks : 56

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Write short notes on the following : 3×4=12

- (a) Symbolism of colours
- (b) Conative and denotive meanings in an image
- (c) Typography
- (d) Visual cues

2. Explain the Gestalt principle of visual design. 11

Or

Discuss the constructivism theory of visual art.

(Turn Over)

3. Define composition. With the help of a sketch, explain the prominent elements of composition. 2+9=11

Or

What do you understand by visual communication? Trace the history of visual journey from cave paintings to the modern-day computer generated graphics. 2+9=11

4. What are visual metaphors? Discuss any five commonly used visual metaphors taking references from recent TV or print advertisements. 1+10=11

Or

Differentiate between comics and cartoons. What are comic strips, gags and editorial cartoons? 5+6=11

5. What do you understand by pictorial stereotypes? Discuss the changing role of women as portrayed through Indian advertising. 3+8=11

Or

Discuss with examples the myths that the world of images try to propagate. 11

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2018

(April)

MASS COMMUNICATION AND VIDEO PRODUCTION

(Honours)

(MVH-203)

(Media Scene in India)

Marks : 56

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Write short notes on the following : 3×4=12

(a) Chanda Committee

(b) AIR Code

(c) National Film Development Corporation (NFDC)

(d) Telecom Disputes Settlement and Appellate Tribunal (TDSAT)

2. Write a note on the role of the Vernacular Press during the Pre-Independence Press. 11

(Turn Over)

(2)

Or

Write a note on Chapter II of the Cable Television Networks (Regulation) Act, 1995.

3. What constitutes the Audit Bureau of Circulation? Write a note on its function. 5+6=11

Or

Write a note on the constitution, power and function of the Prasar Bharati Board. 11

4. Trace the important milestones of the growth of Television in India. 11

Or

What is the process of certifying films by Central Board of Film Certification? Critically analyze its role. 6+5=11

5. Write a note on the significant developments of the media after the convergence era. 11

Or

"Private FM Radio Broadcasting in India is not allowed to Broadcast News Program." Comment. 11

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