

**FIRST SEMESTER B.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, NOVEMBER 2014**

(U.G.-CCSS)

Complementary Course

Mass Communication and Journalism

AV CC01—INTRODUCTION TO AUDIO VISUAL COMMUNICATION

Three Hours

Maximum 30 We

Answer all *twelve* questions :

1 What is IIS ?

- (a) Indian Informatics Service. (b) Indian Information Service
(c) Indian Info Services. (d) None of the above.

2 Who is given responsibility to convene the press conference of the Prime Minister ?

- (a) Prasar Bharati Corporation.
(b) Press Information Bureau.
(c) DAVP.
(d) Registrar of Newspapers in India.

**3 Which organisation's Project in India got UNESCO award for development commu
initiatives at the grassroot level ?**

- (a) Song and Drama Division.
(b) Field Publicity Department.
(c) Directorate of Audio Video Publicity.
(d) Kheda Communications Project.

4 Who is editor of tehelka. com ?

- (a) P. Sainath. (b) TVR Shenoy.
(c) Taran Tajpal. (d) Ashok Damodaran.

5. "Vayalum Veedum" is a programme in _____

- (a) Doordarshan. (b) Akashvani.
(c) Gyan Vani. (d) UGC Countrywide classroom.

6 Film strip normally runs at a speed of _____ per second.

(a) 24 frames.

(b) 25 frames.

(c) 30 frames.

(d) 16 frames.

7 Tom Watson & Martin Hickman have written a book on the News Corporation and cor of Britain in 2012. Who could be the very important controversial person in this book

(a) Tony Blair.

(b) David Cameron

(c) Rupert Murdoch.

(d) Gordon Taylor

8 Camera angles, continuity, cutting, close — ups and _____ are the Five cinematography.

(a) Compulsion.

(b) Calculation.

(c) Co-operation.

(d) Composition.

9 The video effect that slowly replaces one image on the screen with another is as _____

(a) Bumper.

(b) Bridge.

(c) Dissolve.

(d) Crash.

10 A light story used at the end of a newscast

(a) Kicker.

(b) Pad copy.

(c) Feeds.

(d) Filler

11 Kerala's first radio station, the Travancore Radio Station, started functionin _____ in Palayam, Thiruvananthapuram.

(a) 1945.

(b) 1943.

(c) 1948.

(d) 1950.

12. Who among the I & B Ministers banned the musical instrument harmonium from AIR' programmes ?

(a) B. V. Keskar.

(b) Indira Gandhi.

(c) Krishna Kumar.

(d) Vasanth Sathe

Write short notes on the following :

13 Reverberation and echo.

14 **Accoustic** panelling.

15 Pitch, tempo and tone a voice.

16 New media.

17 Visual perception.

18 Font.

19 Infographics.

20 Scroll-page and screen-chunk formats.

21 Home page.

(9 x 1 = 9 wei)

Write short essays on any *five* of the following :-

22 Briefly discuss the visual language of the movies.

23 Visual composition.

24 What is the importance of colour in cinema ? Give two examples to support your view

25 What kind of microphone would be ideal to record a conversation between two **charac** the beach during day time ? Why ?

26 What are the transition devices used in video production ?

27 Bring out the major differences between film and video.

28 What are the short sizes ?

(5 x 2 = 10 wei)

Write essays on any *two* or the following :-

29 Elucidate the unique features of Internet.

30 Discuss the role of human eye and the brain in the visual perception.

31 Compare the advantages and disadvantages of radio and television.

(2 x 4 = 8 wei)