Reg. No. | | | | | | | | | | | | | |

S.No. 3020 **Sub. Code : 19M905A**

B.Sc. (Viscom) DEGREE EXAMINATION, NOVEMBER 2023.

(Autonomous)

Fifth Semester

MEDIA, CULTURE AND SOCIETY

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

Each question carries 2 marks.

1. Gate keeping
2. Media determinants
3. Cultural imperialism
4. TRP
5. Passive audience
6. Societal values
7. Edutainment
8. Semiotics
9. Media Myths

10. Audience positioning

11. Sub culture

12. Reality shows

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

13. Explain the role of traditional media in Indian society.

14. Explain the impact of media among its audience on the context of culture.

15. Explain the significance of "agenda setting" in media studies.

16. Define "prime time" in the context of television programming.

17. Explore the role of media in shaping the experiences and perceptions of children.

18. Define the term "cultural diversity" and explain why it is important for society.

19. What is the core idea of the cultural studies approach to media analysis?

20. Examine the role of social media and smart phones in shaping contemporary popular culture.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

Each question carries 10 marks.

21. Explain the characteristics of mass media and discuss how these characteristics influence the way information is disseminated to a mass audience.

22. Compare and contrast the "Uses and Gratification" theory with the "Uses and Effects" theory of audience.

23. Explain, how the Marxist and sociological approaches to media analysis.

24. Explain the concept of the "rhetoric of the image" and its significance in media analysis.

25. Explore the concept of "yellow journalism" and provide a case study illustrating its historical or contemporary relevance.

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Reg. No. | | | | | | | | | | | | |

S.No. 3018 **Sub. Code : 19M903B**

B.Sc. (Viscom) DEGREE EXAMINATION, SEPTEMBER 2023.

(Autonomous)

Third Semester

ELEMENTS OF FILM

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions out of Twelve.

Each question carries 2 marks.

1. Write about Film form.
2. Define Realism.
3. Tell about Character Movement.
4. What does a Screenwriter do?
5. What is Climax?
6. List out the importance of Special Effects.
7. Write about Non Linear Editing (NLE).

8. Define Melodrama Film.

9. What is meant by narrative film?

10. What is the role Cinematographer in film making?

11. Brief IFFI.

12. Write your understanding about Classic Film.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

Each question carries 5 marks.

13. Write about Emerging trends of Digital Film.

14. List out various elements of Mise-en-scene with examples.

15. Write about principles of film.

16. Discuss briefly about Surrealism.

17. Give a detailed note on narrative cinema with examples.

18. Explain the role of basic photographic images and its importance in film making.

19. Write about the importance of Three-Act-Structure in a story.

20. Discuss various dimensions of Film editing with examples.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions out of Five.

Each question carries 10 marks.

21. Give a detailed note on the three stages of production process in film making.

22. Explain camera movements and its various types with necessary examples.

23. Discuss film genre and its types with necessary examples.

24. Alfred Hitchcock is known for his suspense or thriller genre films- discuss with examples from his contribution.

25. Why Oscar award is very popular? Discuss its origin and selection process.

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