



Reg. No. :

Name :

**Second Semester B.A. Degree Examination, July 2017
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION
Vocational Course II
JC 1271 BASICS OF AUDIO VISUAL COMMUNICATION
(2014 Admission Onwards)**

Time : 3 Hours

Total Marks : 80

PART - A

Answer the following in **one** or **two** sentences :

1. What is a Gramophone ?
2. Who is George Eastman ?
3. What are the inventions of Guglielmo Marconi ?
4. What do you mean by Talkies ?
5. Who invented Iconoscope ?
6. Which period is referred as golden age of radio ?
7. Who is Heinrich Hertz ?
8. What is color wheel ?
9. What is persistence of vision ?
10. What is 4K video ?

(1×10=10 Marks)



PART - B

Answer any eight of the following, each one not exceeding one paragraph (40 to 50 words):

11. Basic components of sound.
12. Carbon Microphone.
13. Digital Recording.
14. Human ear.
15. Acoustics.
16. Silence.
17. Noise.
18. Semantics.
19. Visual Art.
20. Iconicity.
21. Video Lesson.
22. MPEG 2.

(2x8=16 Marks)

PART - C

Write short essays, each not exceeding 120 words, on any six of the following:

23. Elucidate the evolution of audio communication.
24. Explain the role of eye and brain in visual decoding.
25. Distinguish between the listening and hearing process.
26. What are the four elements in any radio programme ?
27. Explain the necessity of acoustics in a recording studio.
28. Briefly explain the theory of light.



29. Write a brief note on color models.
30. What are the elements that constitute a good photograph ?
31. Visual language is expressed by images. Justify. **(4×6=24 Marks)**

PART - D

Write long essays on **any two** of the following :

32. Explicate the evolution and growth of visual communication.
 33. Explain in detail the basic visual elements like: Dot, Line, Shape, Direction and Texture.
 34. Explain the importance of visuals in print media.
 35. Elucidate the various graphical elements used in video production. **(2×15=30 Marks)**
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