

Reg. No. :

Name :

Second Semester B.A. Degree Examination, August 2018
(Career Related First Degree Programme under CBCSS)

Group 2(a)

JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION

Vocational Course - II

JC 1271 : Basics of Audio Visual Communication
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART - A

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

1. Infra sound.
2. Point of view.
3. Cue.
4. Negative space.
5. Filter.
6. Contrast.
7. Decay.
8. Wallace clement sabine.
9. Foley artist.
10. Persistence of vision.

(10x1=10 Marks)



PART - B

Answer any eight of the following. Each not exceeding one paragraph (about sixty words)

- 11. Pitch.
- 12. Dynamic microphones.
- 13. Reverberation.
- 14. Ambient sounds.
- 15. MP3.
- 16. Selective perception.
- 17. Sound design.
- 18. Acoustic panels.
- 19. Signal to noise ratio.
- 20. Jingles.
- 21. Sampling rate.
- 22. Depth of field.

(8x2=16 Marks)

PART - C

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

- 23. List ways of strengthening perspective and depth of a visual image.
- 24. What are the important functions of AV communication ?
- 25. Explain the importance of silence, while creating AV productions.
- 26. What are the physical characters of sound ?



27. Explain how the direction and quality of light affects total lighting.
28. No other medium can register detail in a wide range of tones simultaneously as the human eye. Elaborate.
29. What are the advantages of 'digital imaging' ?
30. Explain the differences between the color modes – 'RGB' and 'CYMK'.
31. Why is 'vibrato' considered a desirable characteristic of human voice ?

(6×4=24 Marks)

PART – D

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

32. Good composition reinforces the way in which the mind organizes information and adds to effective visual communication – Elaborate.
 33. Explain briefly the basic principles of acoustics.
 34. What are the important properties of light ? Also explain how they are manipulated for artificial lighting.
 35. List and differentiate microphones according to their directional pattern. Also describe the application of these microphones. **(2×15=30 Marks)**
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