

**FIRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2014**

**(UG-CCSS)**

**Complementary Course—Mass Communication**

**AVCC 01—INTRODUCTION TO AUDIO VISUAL COMMUNICATION**

**Three Hours**

**Maximum : 30 Marks**

**Answer all twelve questions :**

**Cinema is \_\_\_\_\_ frames per second.**

- (a) 24.** **(b) 23.**
- (c) 20.** **(d) 22.**

**The simplest element of visual design :**

- (a) Line.** **(b) Point.**
- (c) Shape.** **(d) Texture.**

**Zoom lense has a \_\_\_\_\_ focal length.**

- (a) Fixed.** **(b) Big.**
- (c) Small.** **(d) Variable.**

**A portion of statement or interview that is broadcast in a Radio or TV:**

- (a) Slug.** **(b) Sound bite.**
- (c) Wrap.** **(d) Spot.**

**The Hollywood film Gandhi was directed by :**

- (a) David Attenborough.** **(b) Alan Padamse.**
- (c) Richard Attenborough.** **(d) Ben Kingsley.**

**The first radio station in Kerala was set up in :**

- (a) Thiruvananthapuram.** **(b) Kochi.**
- (c) Thrissur.** **(d) Kannur.**

**The film by Dada Saheb Phalke is :**

- (a) Alam Ara.** **(b) Raja Harichandra.**
- (c) Pather Panchali.** **(d) Sholay.**

8. \_\_\_\_\_ creates a sense of movement.
- (a) Cluster. (b) Gutter.  
(c) White space. (d) Animation.
9. SITE was launched on
- (a) 1973. (b) 1974.  
(c) 1975. (d) 1976.
10. The important characteristics of internet is :
- (a) Interactivity. (b) Credibility.  
(c) Portability. (d) None of these.
11. \_\_\_\_\_ is the bringing together of different media technologies together.
- (a) Media tech. (b) Media convergence.  
(c) Media cohesion. (d) Media union.
12. The name that is most associated with WikiLeaks is
- (a) Tim Bernet. (b) Bill Gates.  
(c) Julian Assange. (d) Richard Stollman.

(12 x 4 = 3 weig

**Answer the following (Short Answer) :**

13. **Pitch.**
14. **Reality show.**
15. **Digital Divide.**
16. **New media.**
17. **Community Radio.**
18. **Blogs.**
19. **Interactive media.**
20. **Visual language.**
21. **Netizen.**

(9 x 1 = 9 weig

Answer any *five* of the following :

22. **What are the different** types of audio-visual media ?
23. State the basics of acoustics.
24. What is visual perception ?
25. Discuss **film as** a mass media.

26. Audio-visual media plays an integral part in the functioning of a society. Substantiate.
27. Examine the interaction between media and culture.
28. Assess the impact of reality television shows.

(5 x 2 = 10 wei)

**Answer** any *two* of the following :

29. Explain the evolution of films and compare its advantages and disadvantages with television in spreading a socially relevant issue.
30. AV media has its own negatives and positives. Substantiate.
31. State the functions of audio-visual communication.

(2 x 4 = 8 wei)