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| **TAMIL NADU OPEN UNIVERSITY** | | | |
|  | **Chennai - 15** |  |  |
|  | **School of Journalism and New Media Studies** | | |
|  | **SPOT ASSIGNMENT** |  |  |
| **CY 2018** |  |  |  |
| **COURSE - B.Sc., Visual Communication** | **COURSE CODE** |  | |
| **BASIC PHOTOGRAPHY** | **BVC 05** |  |  |
|  |  |  |  |
| **Time: 1 Hour** |  | **Total Marks: 25** | |

**Write an essay on any two of the following:**

1. What are the types of shots and explain them in detail

2. Write on the aspects of balancing.

3. What are subject placement



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| **COURSE - B.Sc., Visual Communication** | **COURSE CODE** |  | |
| **ADVERTISING AND PUBLIC RELATIONS** | **BVC 06** |  |  |
|  |  |  |  |
| Time: 1 Hour |  | Total Marks: 25 | |

**Write an essay on any two of the following:**

1. What are the differnce between Advertising and Public service advertising?
2. Write about target plan.
3. What are headlines, slogans, logos ?

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| **COURSE - B.Sc., Visual Communication** | **COURSE CODE** |  | |
| **MEDIA, SOCIETY AND CULTURE** | **BVC 07** |  |  |
|  |  |  |  |
| Time: 1 Hour |  | Total Marks: 25 | |

**Write an essay on any two of the following:**

1. Write about Dynamics of modern communication?

2. What are the effect of globalization on Indian media?

3. Write in detail on Media and audience