



TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Journalism and New Media Studies

SPOT ASSIGNMENT

Programme Code No : 139
Course Code & Name : BVC 05 – BasicPhotography
Programme Name : B.Sc (Visual Communication)
Batch : AY 2019 (2nd year)
No.of Assignment : 3
Maximum CIA marks : 25

ASSIGNMENT - 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. What is Camera focus?
2. What is Shutter speed?
3. What is Aspects of Balancing?

ASSIGNMENT - 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain the function of aperture?
2. Describe the different types of lights
3. Describe the five point lighting

ASSIGNMENT - 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. What are different genres of photography?
2. What is layout designing?
3. Discuss the qualities of photo journalists



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SPOT ASSIGNMENT

Programme Code No : 139
Course Code & Name : BVC 06 – Advertising and Public Relations
Programme Name : B.Sc (Visual Communication)
Course Code & Name :
Batch : AY 2019 (2nd year)
No.of Assignment : 3
Maximum CIA marks : 25

ASSIGNMENT - 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. What is Creative Agencies?
2. What is Scheduling?
3. What is Advertisement Reach?

ASSIGNMENT - 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain the functions of Advertising Agency
2. Describe the various objectives with which an advertisement should be made
3. Describe the process of successful media planning

ASSIGNMENT - 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. What is Layout?
2. What is Concept Testing?
3. Define Sales Promotion and how it is being done during campaigns.



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SPOT ASSIGNMENT

Programme Code No : 139
Course Code & Name : BVC 07 – Media culture and society
Programme Name : B.Sc (Visual Communication)
Course Code & Name :
Batch : AY 2019 (2nd year)
No.of Assignment : 3
Maximum CIA marks : 25

ASSIGNMENT - 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Critically examine the similarities and differences between the 'effects research' approach to audience research and the 'uses and gratifications' approach.
2. Within the early perspectives on mass culture, critically discuss the differences between the 'Mass Theory' approach to audience research and the 'Pluralist' approach.
3. Discuss the methodologies and results used to investigate whether screen violence has an impact on children and youth.

ASSIGNMENT - 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain and critically discuss the "Mean World Syndrome".
2. It is really impossible to study media effects scientifically?' Agree or disagree?
3. To what extent does cultivation analysis provide an alternative to ideas about simple short term effects in our understanding of audience behaviour?

ASSIGNMENT - 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. What limitations are involved in the research of media violence? Discuss with reference to research
2. Discuss the Subjectivist, Structuralist, and Post-Structuralist approach to celebrity. Draw on at least two authors in your answer.
3. Discuss the three hypothetical positions, as identified by S. Hall, from which decodings of a televisual discourse may be constructed.