

Tamil Nadu Open University
Chennai-15
SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES
Assignment

Programme Code : BVC 05 – BASIC PHOTOGRAPHY

Programme Name : B.Sc (Visual Communication)

Batch : CY 2019

No.of Assignments : 3

Marks : 25

Write an essay on any three 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
4. Explain different types of shots?
5. What is depth of field, focus?

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Assignment

Programme Code : BVC 06 – ADVERTISING AND PUBLIC RELATIONS

Programme Name : B.Sc (Visual Communication)

Batch : CY 2019

No.of Assignments : 3

Marks : 25

Write an essay on any three of the following:

1. What are the difference between Advertising and Public service advertising?
2. Write about target plan.
3. What are headlines, slogans, logos ?
4. What is the rold of Public relations in any company
5. What is the difference between formal and informal advertisement?

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Programme Code : BVC 07 – MEDIA, SOCIETY AND CULTURE

Programme Name : B.Sc (Visual Communication)

Batch : CY 2019

No.of Assignments : 3

Marks : 25

Write an essay on any three 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
4. What is Cultural dependence and mass media
5. What is Media and cultural imperialism