



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

SPOT ASSIGNMENT

Programme Code No : 139
Course Code & Name : BVC 05 – Basic Photography
Programme Name : B.Sc (Visual Communication)
Batch : CY 2020 (2nd year)
No. of Assignment : 3
Maximum CIA marks : 15

ASSIGNMENT - 1

Answer any one of the question not exceeding 1000 words

1. What is Depth of field?
2. What is view point and camera angle?
3. What is Aspects of Balancing?

ASSIGNMENT - 2

Answer any one of the question not exceeding 1000 words

1. Explain the Photographic composition?
2. Describe the Tone and Colour
3. Describe the five point lighting

ASSIGNMENT - 3

Answer any one of the question not exceeding 1000 words

1. What are different genres of photography?
2. What is layout designing?
3. Discuss on soft light and hard light



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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)
Batch	: CY 2020 (2 nd year)
No.of Assignment	: 3
Maximum CIA marks	: 15

ASSIGNMENT - 1

Answer any one of the question not exceeding 1000 words

1. What is Advertising ?
2. What is preparation of copy?
3. What is Ad campaign?

ASSIGNMENT - 2

Answer any one of the question not exceeding 1000 words

1. Explain the functions of Advertising Agency
2. Describe the Tone and content in advertising
3. Describe the Typography and writing style in advertising

ASSIGNMENT - 3

Answer any one of the question not exceeding 1000 words

1. What is page layout?
2. What is campaign?
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)
Batch	: CY 2020(2 nd year)
No.ofAssignment	: 3
Maximum CIA marks	: 15

ASSIGNMENT - 1

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

Answer any one of the question not exceeding 1000 words

4. Explain and critically discuss the "Dynamics of modern communication".
5. It is really impossible to study media effects scientifically? Agree or disagree?
6. To what extent does cultivation analysis provide an alternative to ideas about simple short term effects in our understanding of audience behaviour?

ASSIGNMENT - 3

Answer any one of the question not exceeding 1000 words

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