



K24P 3856

Reg. No. :

Name :

I Semester M.A. Degree (CBCSS – OBE – Reg./Supple./Imp.)
Examination, October 2024
(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION
MAJMC01C03 : Fundamentals of Visual Production

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Tilt-shift lens.
- 2) Aperture.
- 3) Davinci resolve.
- 4) GIMP.
- 5) UGC.
- 6) Creative commons.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Explain the role of visual storytelling in journalism and analyse how the use of different types of cameras can enhance storytelling diversity in news production. Provide examples of scenarios where specific camera types are most effective.
- 8) Discuss the interplay between aperture, shutter speed, and ISO in achieving correct exposure in photography. How do these elements affect the creative aspects of visual storytelling, such as mood and detail ?
- 9) Give examples of fair use cases in photography and videography, and discuss the criteria that determine whether a particular use qualifies as fair use.

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- 10) Design a brief outline for a photo essay on a socially relevant theme, incorporating principles of composition, lighting, and sequencing. Justify your creative choices in terms of storytelling impact.
 - 11) Examine the significance of different camera angles and movements in videography. Illustrate how these techniques influence audience perception and emotional engagement in visual narratives.
- III. Write long essays on **any three** of the following. Each answer carries **nine** marks. (3×9=27)
- 12) Define and explain the various types of lenses used in visual production. Analyse how the choice of lens affects framing, depth, and storytelling in photography and videography.
 - 13) Compare and contrast different modes of visual storytelling, such as documentary photography, portrait photography and street photography. How do they serve different storytelling purposes ?
 - 14) Analyse the legal and ethical considerations in visual journalism, focusing on copyright issues and privacy laws. How do these regulations influence the production and distribution of visual content in news media ?
 - 15) Critically evaluate the role of light and colour in establishing emotions and meaning in photography and videography. Support your answer with examples from different genres of visual storytelling.
 - 16) Develop a comprehensive plan for a documentary photo or video project that highlights a significant social issue. Describe your approach to research, visual composition, shooting techniques, and post-production, emphasizing the ethical responsibilities involved.