



K23P 3056

Reg. No. : .....

Name : .....

I Semester M.A. Degree (CBCSS – OBE – Regular)  
Examination, October 2023  
(2023 Admission)  
**JOURNALISM AND MASS COMMUNICATION**  
**MAJMC 01C 03 : 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) Polaroid
  - 2) Leading Lines
  - 3) User-generated Content
  - 4) Final Cut Pro
  - 5) Tilt-shift
  - 6) URL.
- II. Write about essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)
- 7) Discuss the scope and significance of photojournalism and news photography. How do these forms of visual storytelling contribute to informing the public and shaping public opinion ?
  - 8) Analyse the significance of different camera angles. Provide real-world examples of when each angle would be most effective in visual storytelling.
  - 9) Discuss the significance of transitions, effects, and audio elements in video storytelling. How do these elements contribute to the flow and impact of a video narrative ?
  - 10) Analyse the rule of thirds in composition and its significance in visual storytelling. Provide examples of how the rule of thirds can guide the viewer's eye and enhance narrative impact.
  - 11) Evaluate the differences between editorial and commercial use in visual production. How do these distinctions impact the ethical considerations of content creators ?

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III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. (3×9=27)

- 12) Discuss the challenges of ensuring accuracy and verification in the digital age of visual journalism. How can journalists maintain credibility and avoid misinformation ?
- 13) Discuss the impact of colour in visual storytelling. How can colour choices affect the emotions and meaning conveyed in photographs and videos ?
- 14) Analyse the steps involved in creating a compelling photo essay. What role does planning, capturing and editing play in the success of a photo essay ?
- 15) Explore the importance of light in visual production. Discuss the differences between natural light and artificial lighting and their effects on mood and meaning in visual storytelling.
- 16) Compare and contrast different modes of visual storytelling, such as documentary photography, portrait photography and street photography. How do they serve different storytelling purposes ?

