

PG Odd Semester (CBCS) Exam., December—2016

JOURNALISM AND MASS COMMUNICATION

( 3rd Semester )

Course No. : JMCCC-301

( Visual Communication )

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

Answer **one** question each from Unit—I to Unit—IV  
and Unit—V is compulsory

UNIT—I

1. (a) Discuss the concept of visual communication. 5  
(b) Discuss the modes of communication in visual communication. 9
2. (a) What is the significance of space in visual communication? 5  
(b) Analyze the importance of light and colour in visual communication. 9

UNIT—II

3. (a) Define visual literacy. 5  
(b) Discuss the importance of cultural transformation of sign-ethnic connotation in visual communication. 9
4. (a) Define typography. 5  
(b) Briefly delineate the concept for selection and combination of fronts. 9

UNIT—III

5. (a) Discuss the concept of visual culture. 5  
(b) "Gender play an important role in visual communication." Do you agree with this statement? Comment. 9
6. (a) What do you mean by popular culture? 5  
(b) Examine the relationship between visual communication and visual language. 9

UNIT—IV

7. (a) Discuss the concept of art. 5  
(b) Outline the importance of art in visual communication. 9

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8. (a) Discuss the importance of visual communication in post-colonial descriptions. 5
- (b) Explain the key elements of an image. 9

UNIT—V

9. Write short notes on any *two* of the following : 7×2=14
- (a) Relationship between reality and image
- (b) Visual elements in advertisement
- (c) Visual analysis
- (d) Colour in visual communication

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