

PG Odd Semester Examination, 2022

JOURNALISM & MASS COMMUNICATION

(3rd Semester)

Course No.: JMCC-301

(Visual Communication)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.
Attempt 5 questions taking one from each unit.*

UNIT-I

1. (a) Discuss the concept of visual communication. 5
- (b) 'A Picture is worth a thousand word'- Discuss. 9

Or

2. (a) Discuss the difference between iconic communication and symbolic communication. 5
- (b) Analyse the importance of light and colour in visual communication. 9

UNIT-II

3. (a) Define visual literacy. 5
- (b) Discuss the relationship between visualizer and copywriter with suitable examples. 9

Or

Turn Over

4. (a) Define Typography and its different families. 5
(b) Discuss the ways of transformation from visualisation to layout of an advertising copy. 9

UNIT-III

5. (a) Discuss the concept of visual culture in post-modern era. 5
(b) 'Gender Stereotypes play an important role in visual communication'. Do you agree with this statement? Comment. 9

Or

6. (a) What is visual thinking? Discuss with examples. 5
(b) Discuss the process of creative visualization. 9

UNIT-IV

7. (a) Discuss the changing concept of art in the context of visual communication. 5
(b) Discuss the importance of balance of layout in visual communication. 9

Or

8. (a) Discuss the concept of corporate identity. 5
(b) Discuss the basic elements of implementation of corporate identity program. 9

UNIT-V

9. Write short notes on any two : 7x2=14
(a) Visual communication in post-colonial period.
(b) Elements of an Image

- (c) Relationship between reality and image
(d) Visual analysis
(e) Visual language
