

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION APRIL 2022

Mass Communication and Journalism

JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(2017—2018 Admissions)

Maximum : 80 Marks

Time : Three Hours

Section A

PART I

Choose the correct answer from the choices given :

- _____ is one the greatest films by Charlie Chaplin.
 - The Great Emperor.
 - The Great Dictator.
 - The King.
 - Venom.
- _____ is known as 'The Master of Storytelling'.
 - Akira Kurosawa.
 - Orson Wells.
 - Satyajit Ray.
 - Shyam Benegal.
- _____ of the camera controls the duration for which light is exposed to the digital sensor or film.
 - Aperture.
 - Shutter speed.
 - Hyper-focal distance.
 - Sensor.
- DSLR stands for _____.
 - Digital Single Lens Reflex.
 - Digital Standard Refraction.
 - Digital Single Light Recorder.
 - Digital Straight Lens Refill.
- _____ shot is used to show the emotions on a character's face.
 - Medium.
 - Long.
 - Ariel.
 - Close-up.

Turn over

6. _____ was a recipient of JC Daniel award.
- a) G Aravindan.
 - b) KG George.
 - c) John Abraham
 - d) Shaji N Karun.

(6 × ½ = 3 marks)

PART II

Choose the correct answer from the choices given :

7. _____ is a media presentation over internet.
- a) Web-casting.
 - b) Video conference.
 - c) Live telecast.
 - d) Offline presentation.
8. _____ is the measure of the degree of sharpness of an image.
- a) Pixel.
 - b) Accuracy.
 - c) Resolution
 - d) Depth.
9. The process of converting analog audio into digital audio is _____.
- a) Recording.
 - b) Sampling.
 - c) Digitizing.
 - d) Stretching.
10. The virtual world of computer networks is called _____.
- a) Cyber space.
 - b) Cyber stalking.
 - c) Cyber culture
 - d) Cyber world.
11. _____ is various data linked together by a hypertext program.
- a) Print media.
 - b) Hyper media.
 - c) Hyperlink.
 - d) Media space.
12. _____ is not a social networking website.
- a) Twitter.
 - b) Facebook.
 - c) Google.
 - d) Instagram.

(6 × ½ = 3 marks)

Section B**PART I**

Write very short notes on any five of the following.

- N. Menon.
- reams.
- tory board.
- laster shot.
- erman Expressionism.
- ather of Indian Cinema.

(5 × 2 = 10 marks)

PART II

Write very short notes on any five of the following.

- interactivity.
- User-generated content.
- lash-up.
- ropaganda.
- ouTube.
- cyber bullying.

(5 × 2 = 10 marks)

Section C**PART I**

Write short essays on any three of the following

- Kim Ki-duk.
- amera angles.
- Bicycle Thieves.
- irish Kasaravalli's films.

(3 × 5 = 15 marks)

Turn over

PART II

Write short essays on any **three** of the following

29. Analyse the role of internet as a medium of communication.
30. What is media convergence? Briefly explain the important elements of media convergence.
31. Explain social media activism.
32. Describe the relevance of cyber laws.

(3 × 5 = 15 marks)

Section D

PART I

Answer any **one** of the following in about 400 words.

33. Analyze the impact of Covid 19 pandemic on film industry. How OTT platforms have evolved a model of film distribution?
34. What are the basics of cinematography? Discuss the importance of cinematography.

(1 × 12 = 12 marks)

PART II

Answer any **one** of the following in about 400 words.

35. Explain how the new media technologies are affecting the news industry.
36. 'Social media is used increasingly as a tool for political communication.' Discuss the advantages and disadvantages.

(1 × 12 = 12 marks)