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BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: JANUARY 2022
SECOND SEMESTER

Sub: Visual Communication – I (BAJMC 18-2003)

Date : 25/01/2022

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q.1. Descriptive Answer (Any Two)

(20)

- A. What is visual Communication? Explain its meaning and importance with example.
- B. What is Semiotics? What is its importance in visual media?
- C. What are the important stages in the history of filmmaking? Write with example.

Q.2. Write short notes. (Any Two)

(10)

1. Connotation
2. Rule of third.
3. Petroglyphs
4. Ideograms

Q.3. Open Ended Question (Any One)

(10)

1. If we will remove visual communication from our daily conversation what will happen. Write your point of view.
 2. How cinema impacted us and society explain with an example.
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