

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: MAY - 2024
SECOND SEMESTER
Sub: Communication & Plastic Arts (BAJMC 22-2006)

Date: 16/05/2024

Total Marks: 20

Time: 2.00 p.m. to 3.00 p.m.

Instruction:

All questions are compulsory.

Q.1 Answer the Following: (Any One)

(10)

- 1) Explain intersection of Mass Communication and Plastic Arts.
- 2) Write purpose and benefits of Plastic arts.
- 3) Explain Semiotics in detail.

Q.2 Write short notes. (Any Two)

(10)

- 1) Difference between connotation and denotation
 - 2) Icon, Index and Symbols
 - 3) Visual Persuasion Technique
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