

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**EXAMINATION: MAY – 2024**  
**SECOND SEMESTER**

**Sub: Communication & Plastic Arts (MAMC 22-207)**

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**Date: 15/05/2024**

**Total Marks : 20**

**Time: 10.00 am to 11.00 am**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (10)**

A) Explain Visual Rhetoric in Mass Communication

**OR**

B) What is the significance of Plastic Arts?

**Q. 2. Write short notes. (Any Two) (10)**

- 1) Difference between connotation and denotation
  - 2) Icon, Index and Symbols
  - 3) Ethos , Pathos and Logos
  - 4) Visual Persuasion Technique
  - 5) Primary and Secondary colours
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