

## **AE-863**

MSW (Previous)  
Term End Examination, 2016-17

Paper - III

Communication - An Introduction to  
Audio-Visual Media

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*Time : Three Hours] [Maximum Marks : 100*  
*[Minimum Pass Marks : 36*

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**Note** : Answer any **five** questions. All questions carry  
equal marks.

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1. What do you understand by 'Communication'? Explain communication as Transmission, Representation and Cultural Reproduction.
2. Enumerate the advantages and disadvantages of Television and Print Advertisements.
3. Elucidate the objectives and effects of Audio-visual media in the Indian Society.

(2)

4. Discuss the role played by Posters and Logos for campaigns. What are the positive and negative effects of such media ?
5. What do you mean by Design ? What are its various elements ? Point out the usefulness of design with regard to audio-visual media.
6. Write notes on the following :
  - (a) Street Theatre
  - (b) Use of Puppet Show
7. What is Censorship ? Discuss the positive and negative effects of Censorship.
8. “Feature Film is one of the strongest communication media.” Comment.
9. “The Television channels have become commercialized in today’s Indian context.” Give your opinions with constructive suggestions.
10. Discuss the role and importance of the low cost participatory media.