



K25P 3507

Reg. No. :

Name :

I Semester M.A. Degree (CBCSS – OBE – Reg./Supple./Imp.)

Examination, October 2025

(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MAJMC 01C03 : Fundamentals of Visual Production

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Macro lens
- 2) Super zoom lens
- 3) Pan, tilt, zoom
- 4) Visual effects
- 5) Trimming
- 6) Colour correction.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) List and explain the various types of camera lenses.
- 8) Discuss how smart phone cameras have transformed the practice of visual storytelling in media production.
- 9) Describe the principles of composition in visual media. How the rule of thirds, leading lines and symmetry contribute to framing and balancing in an image.
- 10) Define documentary photography and explain its challenges.
- 11) Discuss what can happen if a journalist does not follow copyright rules when using photos or videos from other sources.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Describe the three main elements of exposure in photography and videography. Explain how each element affects the final image.
- 13) Imagine you are interviewing someone on camera about their daily work. What steps would you take to make the interview visually interesting and clear for viewers ?
- 14) Discuss how video editing can improve a simple story. Use an example to show how editing changes the final message.
- 15) If you see a tragic photo or video online and want to use it, list the things you will check first.
- 16) Suppose you are reporting a fire accident at a residential building. You have taken photos of the scene, including images of the affected families and damaged property. Explain how you would make sure your photos and story respect privacy, follow copyright and permission rules and avoid causing extra harm to the people involved.

