



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – August 2020

VI Semester

Class : III UG

Time : 2 Hours

Major : Rural Development and Sociology

Max. Marks: 50

15BRDC15 Visual Media for Development

Part A

10 x 1 = 10

Choose the Correct Answer

- Media comes from a _____ word medium.
 - Greek
 - Latin
 - French
 - Spanish
- Media is considered as a modern commodity because of
 - use of specialized technology
 - selling of the syndicated rights globally
 - the most authentic source of information
 - all the above
- What key aspect differentiates today's digital media from traditional media?
 - Longevity
 - Interactivity
 - Portability
 - None of the above
- The term "mass media" means
 - means of communication
 - something that comes with an accepted meaning
 - means of communicating to a large group of people
 - a current style
- _____ is a process of sending + receiving messages using images.
 - Visual Communication
 - Mass Communication
 - Electrical Communication
 - Information technology
- The goal of a visual communicator is to produce _____ so that the viewer will remember their content.
 - photographs
 - clear texts
 - illustrations
 - powerful Pictures
- Newspapers primarily serve which functions?
 - Surveillance.
 - Correlation.
 - Entertainment.
 - All the above.
- Five W's' in news reporting means:
 - Who, What, When, Where, Why, term denotes possible elements which must include in a lead paragraph of as story
 - An addition to a news item already sent; later information added to a story already written.
 - Interview story that does not disclose the name of person interviewed
 - None of the above
- Puppet show in village as a method for transfer of technology is an example of
 - mass media
 - group media
 - individual media
 - tribal media
- In India the use of television as a medium of communication for rural development was started in
 - 1964
 - 1965
 - 1967
 - 1977

Part B

3 x 6 = 18

Answer any **Three** questions

Each answer should not exceed 400 words or two pages

11. Write a note on visual media.
12. Explicate the importance of visual media in communication.
13. Highlight the guidelines for preparing visuals.
14. Prepare a leaflet regarding Corona virus to create awareness among rural people.
15. Explain the elements of visual design.
16. How will you handle still and video camera? Explain.
17. Outline the types of print media.
18. Explicate the five W's of news reporting.
19. Explain the role of radio in rural development.
20. How is the TV helpful to farmers? Explain

Part C

2 x 11 = 22

Answer any **Two** questions

Each answer should not exceed 800 words or four pages

21. Elucidate the types of visual media.
22. Does visual aids help learning? Discuss.
23. Elucidate the principles underling the preparation of visual materials.
24. Discuss the scope of visual media in development communication.
25. Explain the barriers to effective visual communication.
26. Explicate the principles of visual message design.
27. Discuss the recent trends in print media.
28. Discuss the role newspaper as a mass media in national development.
29. "Visual media have a significant impact on rural development"- Comment and Justify.
30. Highlight the advantages and disadvantages of TV in rural areas.
