

2213/2018



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, 2018
School of Media and Communication Studies

5-Year Integrated MA in Media and Communication Studies, Semester II
Course: COMM-152: Visual Communication

Time Allowed: 1 hr

Maximum Marks: 30

Attempt All Sections.

SECTION: A

(Marks: 2x4=8)

Elucidate:

1. Visual Texts
2. Nazca Lines, Bhimbetka Paintings
3. The Alphabet
4. Visual Field

SECTION: B

(Marks: 5x3= 15)

1. Visual literacy encompasses more than one level of skill. Elaborate with examples.
2. How does an understanding of the techniques used for the creation of the image influence its meaning for the observer?
3. Comment on the relationship between art and society. Cite examples - historic and contemporary - to support your argument.

SECTION C

(Marks: 7x1=7)

1. Comment on the role Visual Communication has played in human history. Cite suitable examples.
