

Internal Assessment Media and Communication Skills BAP (Semester 5)

Assignment 1 (25 marks)

Question: Write a film review of a film you have recently seen.

Answer: The review of any film of student's liking may include:

- Introductory details: Name of the film, director, production studio, major actors etc.
- Plot of the film along with character details
- Main subject of the film along with their treatment
- Technical details: cinematography, editing, music, length, pace etc.
- Assessment of performances
- Social, political or cultural perspectives prevalent in the film
- Concluding remarks with recommendations

Assignment 2 (25 marks)

Write an essay on cinema as a powerful means of communication, citing different examples.
(word limit: 500-700 words)

Answer: The answer may include:

- Cinema as a medium of storytelling
- Historical development of cinema
- Reach of cinema
- How and why does it attract audience
- The social, political, economic, and cultural impact of cinema on audience
- The charm of cinema
- Market considerations
- Its effectivity in communicating messages to the audience
- Examples from various films and the reason of their success and popularity among audience

Test (50 marks)

Question: Prepare a PPT on any one of the topics given below:

1. Case study of any one current issue covered by Indian Journalism

Answer: The PPT may include

- Detailed description of the news piece
- How is Indian media covering it and what asked do they focus upon
- The interesting takes of media on the subject
- Major debates on the topic
- What are the loopholes in their representation
- How are audiences reacting to the news piece

- Larger social impact of the representation of the issue
2. Design an ad campaign for any product of your choice

Answer: The PPT may include:

- Name of the product and its description
- Specific features to be highlighted in the advertisement (USP)
- Study of the potential market for the product
- Target audience
- Idea of the advertisement
- Social and cultural impact of the advertisement
- Tag line for the product
- Budget
- Rough storyboard