

# ST. THOMAS' COLLEGE (AUTONOMOUS), THRISSUR

## DEPARTMENT OF MEDIA STUDIES

### SYLLABUS FOR BRIDGE COURSE (2019-2020)

NB:

- The syllabus and questions for 'Reasoning & Logical Ability' and 'Communication Skills & Language Aptitude' is attached herewith.
- Each department is requested to complete the syllabus and question paper for the bridge course with questions from respective disciplines and return to the Coordinator of Students' Induction Programme.
- The faculty is requested to maintain the confidentiality of question paper.

#### Reasoning & Logical Ability

Verbal reasoning, letter and symbol series, verbal classification, logical reasoning etc.

#### Communication Skills & Language Aptitude

**Module I:** Communication – introduction – in animals, including human beings.

Human Communication: purpose (ideas, feelings, data...)

Communication: oral, written and visual.

**Module II:** Oral: way of speech – formal / informal – formal: formal settings (official)- informal: between/among peers.

Written: all forms of writing letters: business, official, minutes, applications, notifications, certificates etc.

Visual: pictures, graphs, charts, signs, hoardings, posters, maps, photographs etc.

Audio-visual: sound and visuals.

**Module III:** Non-verbal Communication: 1) Body language (emotions, feelings, eye contact, gestures, posture etc.) (2) Paralanguage: pitch, intonation, stress etc.

#### Syllabus of Core & Complementary Course

##### Module I:

What is communication? Introduction to Visual communication. Define media. Characteristics of media. Types of media. Scope and relevance of media.

##### Module II:

Introduction to film. Elements of film. Genres of cinema. Popular films and directors. Technical aspects of cinema.

##### Module III:

Introduction to television production, advertising, animation and graphic designing. What is photography and videography?

##### Module IV:

Role of a media person. Social responsibility of a media person. Society and Media person.

*Amirajose*

*Amrita Mathew*

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# ST. THOMAS' COLLEGE (AUTONOMOUS), THRISSUR

DEPARTMENT OF MEDIA STUDIES (BAM, BVC)

Bridge Course Evaluation 2019-2020

No of Questions: 30

Marks: 60

## Section I Reasoning & Logical Ability

(7)

- Find the next term of the series 1,5,11,19, ...  
(a)32 (b)28 (c)29 (d)33.
- $234 \times 0 \times 11 \times 22 =$   
(a)555 (b)0 (c)310 (d)None of these.
- Find the odd one out.  
(a)Rabbit (b) Cat (c)Elephant (d)Deer.
- A fruit basket contains more apples than lemons.  
There are more lemons in the basket than there are oranges.  
The basket contains more apples than oranges.  
If the first two statements are true, the third statement is  
(a)True (b) False (c) Need not be true (d) None of these
- Choose an answer based on given information:  
"When they heard news of the hurricane, Maya and Julian decided to change their vacation plans. Instead of traveling to the island beach resort, they booked a room at a fancy new spa in the mountains. Their plans were a bit more expensive, but they'd heard wonderful things about the spa and they were relieved to find availability on such short notice".  
(a)Maya and Julian take beach vacations every year  
(b)The spa is overpriced.  
(c)It is usually necessary to book at least six months in advance at the spa.  
(d)Maya and Julian decided to change their vacation plans because of the hurricane.
- Which word does NOT belong with the others?  
(a)Tyre.(b)Steering wheel (c)Engine(d)Car
- Fill the blank in the end of the series.  
FAG, GAF, HAI, IAH, \_\_\_\_  
(a)JAK(b)HAL (c)MAN(d)PAQ

## Section II Communication Skills & Language Aptitude

(5)

- .....is the act of expressing ideas, feelings, and transferring data to others.  
a) Music b) communication c) pronunciation d) transformation
- Greetings, chats and casual conversations are generally considered ..... communication.  
a) Informal b) formal c) official d) structural

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Anand Jose

10. The branch of linguistics that comprises the study of the sounds of human speech is.....
- a) Kinetics b) appendix c) cybernetics d) phonetics
11. ....is the way human body communicates through its physical movements and changes in demeanour.
- a) Proxemics b) sign language c) body language. d) arbitrariness
12. The particular feature of human language to refer to past and future time is called.....
- a) Displacement b) reflexivity c) creativity d) duality

**Section III Questions from Qualifying Course (10)**

13. Which of the following is the oldest example of visual communication?
- a) Typology b) Cave paintings c) Pictograms d) none of these is correct.
14. Who Invented Radio?
- a) Anthony b) Marconi c) William Hawlein  
d) None of these
15. Which of the following regional cinema referred to as Kollywood?
- a) Punjabi Cinema b) Malayalam Cinema c) Tamil Cinema d) Marathi Cinema
16. Which was the first 3D Film of India?
- a) Kagaz Ke Phool b) Deewana c) Darr d) My dear Kuttichathan
17. Who is called the "Father of Indian Cinema"?
- a) AK Hangal b) Dileep Kumar c) Dada Saheb Phalke d) Jatin Lalit
18. Film & Television Institute of India is situated at ?
- a) Delhi b) Bangalore c) Pune d) Chennai
19. Name of the first animation film.
- a) Tom and Jerry b) Humorous Phases of Funny Faces c) Mickey Mouse  
d) How I learnt animations
20. The father of animation?
- a) Walt Disney b) J. Stuart Blackton c) William Horner d) J.A. Ferdinand Plateau
21. The term "media" is defined as ...
- a) Picture or image b) Means of communication c) A current style d) A study of signs

22. Which colour is often used to promote children's products because it is an attention getter and is warm and cheery; however, it has a very negative effect when overused.
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- [Handwritten signatures and marks are present at the bottom of the page.]*

- a) Red                      b) Yellow                      c) Purple                      d)  
Orange

Section IV      Questions from Introductory Topics of UG                      (8)

23. \_\_\_\_\_ is news that is presented for its shock value  
a) Demonization              b) Human Interest              c) Disaster Pornography  
d) Statistics
24. Why do news stations include visual images in their news stories?  
a) It is easier to watch than read    b) It makes the story easy to believe    c) It's more fun  
d) It's more cheap
25. A drawing is started with  
a) All simple shapes laid out in composition.              b) The colors being mixed and ready for application.  
c) All the important details.                      d) The separation between lights and darks.
26. What is the full form of DVD?  
a) Digital Versatile Disk    b) Digital Video Drive    c) Digital Velocity Drive    d) Digital Video Disk
27. All graphics elements to be printed should be saved using this colour mode.  
a) RGB                      b) Yellow                      c) CMYK  
d) Magnetic Lasso
28. What is the function of a Browser?  
a) To view XML files    b) To preview Pictures    c) To preview Pictures    d) To view Web Pages
29. Who is the director of 'Chemeen?'  
a) Padmarajan              b) Ramu Kariat              c) I. V Sasi              d) Bharathan
30. Who is the father of Malayam cinema?  
a) Adoor Gopalakrishnan              b) J.C. Daniel    c) John Abraham    d) Padmarajan

*B.A Visual Communication*  
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# ST. THOMAS' COLLEGE (AUTONOMOUS), THRISSUR

## DEPARTMENT OF MEDIA STUDIES

Bridge Course Evaluation Result 2019-2020

LEARNERS	BA MULTIMEDIA	BA VISUAL COMMUNICATION
Advanced Learners(48 & above)	1	0
Average Learners (36 & above)	16	16
Slow Learners (Below 36)	5	3
<b>Total</b>	<b>22</b>	<b>19</b>

### BA MULTIMEDIA

Advanced Learners(48 & above)

Sl. No	Name	Rank
1	SANEEN SALAHI	50

Average Learners (36 & above)

Sl. No	Name	Rank
2	ALOK V N	44
3	MUFEEDA K P	42
4	DON SEBASTIAN	38
5	AMIR WAHID	42
6	ROHAN B	42
7	GANSA T I	42
8	BRISBEN BABU	38
9	PRAKASH T. S.	40
10	EMMANUEL SIMON	38
11	HARIKRISHNAN M. S.	36
12	NAFSANA P.N.	38
13	PRINCE SHAJU	36
14	SHEFANA. M	40
15	RIYA SIMON	38
16	JELVIN BIJU K.	36
17	AISWARYA JOHNSON	36

Slow Learners (Below 36)

Sl. No	Name	Rank
18	FEBIN C PEEYUS	32
19	SAYANTH	32
20	DEEPAKLAL	34
21	SHAHANA SHIRIN P H	34
22	DHYANA T.	32

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*J. Alappat*

## BA VISUAL COMMUNICATION

Advanced Learners(48 & above)

Sl. No	Name	Rank
1	SIVA MOHAN K	48

Average Learners (36 & above)


Sl. No	Name	Rank
2	SREERAJ K. P.	44
3	AJITH MARTIN	44
4	GAUTHAM KRISHNA K.V.	40
5	SARATH K.C.	38
6	JOSEPH BIJU KUNDUKULAM	40
7	NAVANEETH J.	44
8	AROMAL A. K.	42
9	VISHNU RAMDAS NAIR	42
10	AGNIVESH JAYDEEP	44
11	HRUDYA SUNIL	44
12	AJAY S NAIR	40
13	ASWIN DAS T.R.	40
14	AMAL T. S.	42
15	SHEFIN INASU	44
16	ABHINAV A.S	36

Slow Learners (Below 36)

Sl. No	Name	Rank
18	ABHIRAM BABU	34
19	FASNA K.Y	34
20	AGNEL ANTONY E. V.	28

  
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