

J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

DEPARTMENT OF VISUAL COMMUNICATION

B.SC - BRIDGE COURSE SYLLABUS 2022 - 2023

UNIT - II Introduction to Visual Communication Course

Introduction about visual communication course - course structure- curriculum - CIA
- External marks - Examination - Total number of Papers.

UNIT - III Introduction to Visual Communication

Communication Definition, Scope - Communication Process - Sources, message, channel, receiver, feedback and Noise - Types of Communication - Mass Communication - Communication Models - Documentary Film.

UNIT - III Advertising

Role - elements - Advertising in marketing mix - types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

UNIT - IV Television

The story of television - Development of Television in India - Cable and Satellite - Prasar Bharati, Western impact of Indian Television - Current trends in Indian Television - Consumerism and Television

UNIT - V Motion picture

Historical background - structure and organization of motion picture industry in India
- technical aspects - status, problems and prospects of films as medium of entertainment - documentary films



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Sivapuram Post, Pudukkottai- 622422
DEPARTMENT OF VISUAL COMMUNICATION
BRIDGE COURSE STUDENTS' ATTENDANCE

S. NO	REG. NO	NAME	11.08.2022	12.08.2022	16.08.2022	17.08.2022	18.08.2022
1	U22VC2001	ABINESH PRABHU. S	P	P	P	A	P
2	U22VC2002	ANBARASAN. K	P	P	P	P	P
3	U22VC2003	BALASUBRAMANIAN. S	P	P	P	A	P
4	U22VC2004	DHAMOTHARAN. R	P	P	P	P	P
5	U22VC2005	HARISH. N	P	P	P	P	P
6	U22VC2006	KAMACHI. S	P	P	P	P	P
7	U22VC2007	KANNAN. K	P	P	P	P	P
8	U22VC2008	MAHESHWARAN. M	P	P	P	A	P
9	U22VC2009	NISHANTH. L.V	P	A	P	P	P
10	U22VC2010	PARTHASARATHI. S	P	P	P	P	P
11	U22VC2011	RAKESH. M	P	P	P	P	P
12	U22VC2012	RAMAKRISHNAN. K	P	P	P	P	P
13	U22VC2013	SANTHOSH. S	P	P	P	P	P
14	U22VC2014	SELVAMANI. P	P	P	P	P	P
15	U22VC2015	SHASSATH. S	P	P	A	P	P
16	U22VC2016	SIVA. K	P	P	P	P	P
17	U22VC2018	VISHNU. S	P	P	P	P	P
18	U22VC2019	DINESH KUMAR. V	P	P	P	P	P
19	U22VC2020	KALIDASAN. E	P	P	P	P	P



Head of the Department

Mr. K. SUDHAKAR M.Sc.
Assistant Professor and Head,
Department of Visual Communication,
J.J. College of Arts and Science (Autonomous),
Pudukkottai - 622 422.





Principal

Dr. J. PARASURAMAN, M.A., M.B.A., M.C.A.,
M.Phil., B.Ed., Ph.D.
PRINCIPAL
J.J. College of Arts and Science (Autonomous)
J.J. Nagar, Sivapuram Post,
PUDUKKOTTAI - 622 422.

J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
DEPARTMENT OF VISUAL COMMUNICATION
BRIDGE COURSE -PRE - TEST

DATE: 11.08.2022

TIME: 1 Hour

MARKS: 50

Answer All the questions

15x2 = 30

1. Expand Visual Communication
2. Write about Course Structure
3. Communication Definition
4. Explain the Source
5. Write about them Mass Communication.
6. Write about Communication Models
7. What is Advertizing
8. Expand target plan
9. Types of Advertising
10. Define Television
11. Write about the story of television
12. Explain the Indian Cinema
13. Expand Motion Picture
14. Documentary Film
15. Historical Background

Answer all the questions briefly

4x5 = 20

1. Write about the Introduction to visual communication
2. Explain the Advertising
3. Explain the Western impact of Indian Television
4. Write briefly about the Motion Picture



J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
DEPARTMENT OF VISUAL COMMUNICATION
BRIDGE COURSE - POST TEST

DATE: 18.08.2022

TIME: 1 Hour

MARKS: 50

Answer All the Questions

15x2 = 30

1. Write about Visual Communication Course
2. Explain the Communication
3. What are the minimum marks to score to pass in external exam?
4. Communication definition
5. Expand communication scope
6. Types of communication
7. Write about the advertising
8. Types of advertising
9. Explain the target plan
10. Write about the television
11. Explain the western impact of Indian television
12. Expand the current trends in Indian television
13. Write about the Historical background
14. Documentary films
15. Motion picture

ANSWER ALL THE QUESTIONS BRIEFLY

4x5 = 20

1. Write about the Communication Process
2. Explain the advertising role and elements
3. Explain the story of television
4. Write briefly about the motion picture



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BRIDGE COURSE – TEST COURE – 2022 – 2023

S. NO	REG. NO	NAME	PRE - TEST - SCORE (50)	POST - TEST - SCORE (50)
1	U22VC2001	ABINESH PRABHU. S	25	37
2	U22VC2002	ANBARASAN. K	20	35
3	U22VC2003	BALASUBRAMANIAN. S	20	33
4	U22VC2004	DHAMOTHARAN. R	24	39
5	U22VC2005	HARISH. N	27	40
6	U22VC2006	KAMACHI. S	30	42
7	U22VC2007	KANNAN. K	29	40
8	U22VC2008	MAHESHWARAN. M	24	38
9	U22VC2009	NISHANTH. L.V	20	35
10	U22VC2010	PARTHASARATHI. S	31	44
11	U22VC2011	RAKESH. M	33	45
12	U22VC2012	RAMAKRISHNAN. K	24	39
13	U22VC2013	SANTHOSH. S	30	43
14	U22VC2014	SELVAMANI. P	32	44
15	U22VC2015	SHASSATH. S	27	40
16	U22VC2016	SIVA. K	30	39
17	U22VC2018	VISHNU. S	25	37
18	U22VC2019	DINESH KUMAR. V	26	36
19	U22VC2020	KALIDASAN. E	24	35



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