

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2112: Screen Production Techniques**

Date of Examination : 29 July, 2016 (Friday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions.

SECTION B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Mohd Khairul Irwan Bin Mansor** and Faris Hakim Norashiddin

Moderator : Elillarasi Kuppusamy

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM 2112: SCREEN PRODUCTION TECHNIQUES
FINAL EXAMINATION: APRIL 2016 SESSION

SECTION A

Instructions: This section consists of **THREE (3)** short answer questions. Answer any **THREE (3)** out of the **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Briefly explain **FIVE (5)** notable traits of the Golden Age of Hollywood from 1920s to 1950s. (10 marks)
- (b) The French New Wave was a group of trailblazing directors who reshaped cinema in the late 1950s. Briefly explain **FIVE (5)** characteristics of the French New Wave cinematic conventions. (10 marks)

Question 2

Semiotics is the science of the signs. The theory focuses on the social and cultural meaning of signs and codes.

- (a) Define the following semiotics terms with an appropriate example for each; (6 marks)
- (i) icon
 - (ii) index
 - (iii) symbol
- (b) Explain briefly how the following elements convey meaning in films; (8 marks)
- (i) tight framing
 - (ii) montage
 - (iii) high angle
 - (iv) optical axis
- (c) Explain briefly the importance of semiotic film analysis by providing **THREE (3)** relevant points. (6 marks)

Question 3

- (a) A typical broadcast scheduling consists of **FOUR (4)** tactics. Briefly explain all broadcast scheduling tactics. (8 marks)
- (b) Pick any **FOUR (4)** programming strategies that you have learned in this course. Define the chosen programming strategies with a relevant example for each. (12 marks)

Question 4

Category:	Magazine program
Episodes:	13 x 30 minutes
Theme:	Extreme sports
Target audience:	Teenagers ranging from 13 – 18 years old Young adults ranging from 18 – 30 years old Extreme sports enthusiasts Those who have interests in outdoor activities

- (a) Based on the above program specification, create a possible content for the pilot episode by referring to the cause-to-effect model. (12 marks)
- (b) What are the possible concept and visual treatment for the above mentioned program? (8 marks)

Question 5

- (a) Identify and define **FOUR (4)** types of special effects editing. (8 marks)
- (b) Briefly explain the purpose of employing the following editing techniques; (6 marks)
- (i) chroma keying
 - (ii) mattes
 - (iii) rotoscoping
- (c) In your own words, explain how special effects can be utilized to enhance the quality of a movie. Ensure to provide **THREE (3)** points with sound elaboration. (6 marks)

SECTION B

Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Formalist film theory is a theory of film study that is focused on the formal or technical elements of a film.

Write an essay of not more than 350 words on how editing affects the meaning and presentation of a film. Ensure that your essay is supported with sound elaboration and concrete examples.

(20 marks)

Question 2

Culture and cinema have a symbiotic relationship with each other. In this day and age, it has become especially impossible to study one without the other.

Discuss the cultural elements portrayed in the movie *A Separation*. Ensure that your essay is not more than 350 words, supported with elaboration and relevant examples.

(20 marks)

Question 3

Postmodernism seems to be a phenomenon which has had a definite impact on filmmaking around the world. Globalization is a significant theme in postmodernist theory, and we can see evidence of the process in the world since the 1980s.

Write an essay not more than 350 words explaining the impact of globalization in world filmmaking.

(20 marks)

Question 4

Assume that you are a freelance scriptwriter. You're informed that 8TV is opening a tender for a 13 episode documentary program which will be aired in early January next year. The theme of the program is unsung places in Malaysia. The duration for each episode is 30 minutes. You are required to

(i) prepare a complete program proposal.

(7 marks)

(ii) outline the global synopsis from episode 1 until episode 13.

(13 marks)