

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2112: Screen Production Techniques

Date of Examination : August 4, 2017 (Friday)

Time : 8.00am – 10.00 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 : Roberto Gerardo Calleja Fernandez

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM 2108: SCREEN PRODUCTION TECHNIQUES
FINAL EXAMINATIONS: APRIL 2017 SESSION

SECTION A (SHORT ANSWER QUESTIONS)

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

Question 1

Film is a result of inventors, not artists.

(a) Briefly describe the significant contribution of the following inventors to the film industry:

- (i) George Eastman
- (ii) Edwin Porter
- (iii) F.W. Murnau
- (iv) Thomas Edison
- (v) Lumiere brothers

(10 marks)

The film industry changed radically after World War II. After 1950, television challenged and surpassed the movies as America's most popular entertainment form.

(b) Briefly explain the **FIVE (5)** major changes of the film industry post World War II.

(10 marks)

Question 2

(a) Define *realist theory*.

(2 marks)

(b) Briefly explain the **THREE (3)** subdivisions of realism in film with a relevant example for each.

(6 marks)

(c) In your own words, describe **FOUR (4)** importance of realism in film with proper explanation and examples.

(12 marks)

Question 3

Visual speaks to us in different levels. In films, camera work, framing and editing come together to create a new dimension of pictorial interpretation for audiences.

By referring to the movie *A Separation*, explain briefly how the use of camera work, framing and editing create meaning and deliver messages to audiences.

(20 marks)

Question 4

- (a) Define the following broadcasting terms:
- (i) Syndicated programming
 - (ii) First-run programming
 - (iii) Off-network programming
 - (iv) Television dayparts
 - (v) In-house production
- (10 marks)
- (b) List down **FIVE (5)** tasks of a director of network programming.
- (10 marks)

Question 5

- (a) Explain briefly how the following can be achieved through the process of editing:
- (i) suspense
 - (ii) parallel action
 - (iii) match cut
 - (iv) jump cut
- (8 marks)
- (b) Explain briefly how time can be manipulated through editing.
- (6 marks)
- (c) State and explain the **THREE (3)** types of editing motivation.
- (6 marks)

SECTION B (ESSAY)

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

Question 1

Write an essay of not more than 350 words on the analysis of the movie Run Lola Run from the perspective of formalist and post modernism theories. Ensure that the essay is supported by sound elaboration and relevant examples.

(20 marks)

Question 2

Assume that you are a freelance scriptwriter. You're informed that ASTRO is opening a tender for a 13-episode magazine program which will be aired in early January next year. The theme of the magazine program is hobby and interest. The duration for each episode is 30 minutes. You are required to

- (i) prepare a complete program proposal. (7 marks)
- (ii) outline the running order of the program. (13 marks)

Question 3

It is important to have a standard guiding procedure in producing a program. One of the models that can be useful for the production team is known as effect-to-cause model.

Write an essay of not more than 350 words on the step by step process to be executed according to the effect-to-cause model by using an example of a television program. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

Question 4

One of the major characteristics of Mass Media Age is cross fertilization among countries.

Write an essay of not more than 350 words on the traits and evidences of cross fertilization and how it benefits film industry globally. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

The End

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