

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2112: Screen Production Techniques

Date of Examination : 04 December, 2016 (Sunday)

Time : 5:00pm – 7:00pm 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, Amrita Dhillon and  
Jovita Junilla Tan Pei Yin

Moderator : Elillarsi Kuppusamy

*This paper consists of 6 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2112: SCREEN PRODUCTION TECHNIQUES  
FINAL EXAMINATION: AUGUST 2016 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A:** Answer any **THREE (3)** questions in the answer booklet provided.  
(60 marks)

**Question 1**

*Film is the result of inventors, not artists.*

- (a) Based on the statement above, explain briefly how the following inventions contributed significantly to the growth of film industry;
- i. photographic gun
  - ii. Black Maria
  - iii. Kinetoscope
  - iv. celluloid film
  - v. Cinematograhe
- (10 marks)
- (b) State **FIVE (5)** outstanding achievements accomplished by the Hollywood film industry during its Golden Age from 1920s – 1950s.
- (10 marks)
- (Total: 20 marks)**

**Question 2**

- (a) Define the term *auteur theory*.
- (2 marks)
- (b) Identify and explain briefly **THREE (3)** characteristics of an auteur.
- (6 marks)
- (c) Identify an auteur director (local/international). By referring to his/her works, explain briefly any **FOUR (4)** distinctive elements that make his/her work unique and exceptional from others.
- (8 marks)
- (d) Most agree that the French New Wave was at its peak between 1958 and 1964, giving birth to so many reputable auteurs in film history. Identify **FOUR (4)** characteristics of French New Wave movement.
- (4 marks)
- (Total: 20 marks)**

**Question 3**

Broadcast programming is the practice of organizing and or ordering of broadcast media programs (Internet, television, radio, etc. ) in a daily, weekly, monthly, quarterly or season-long schedule.

(a) Explain briefly **FOUR (4)** programming tasks. (8 marks)

(b) Explain briefly how the following scheduling techniques are executed;

- i. scatter plan
- ii. rotation
- iii. run-of-schedule
- iv. road blocking

(8 marks)

(c) Compare and contrast the following pairs of programming strategies;

- i. tent poling and hammocking
- ii. lead off and lead in

(4 marks)

**(Total: 20 marks)**

**Question 4**

Category:	Documentary
Episodes:	13 x 30 minutes
Theme:	Travelogue <ul style="list-style-type: none"> <li>• Beautiful islands and beaches in Malaysia</li> </ul>
Target audience:	Young adults in the range of age of 20 to 30 Avid travellers Domestic tourists

(a) Based on the above program specification, what are the possible concept and visual treatment that you can think of? (8 marks)

(b) List down **FOUR (4)** unique traits of the program you're proposing that separate it from the existing ones in the market. (4 marks)

(c) How the effect-to-cause model assists you in creating the content of the program? State **FOUR (4)** relevant points. (4 marks)

**(Total: 20 marks)**

**Question 5**

(a) Explain briefly how the following time manipulation techniques affect video presentation;

- i. montage
- ii. parallel action
- iii. jump cut
- iv. split screen
- v. exit and entrance

(10 marks)

(b) Discuss **FIVE (5)** tips editors can opt to create better cinematic suspense.

(10 marks)

**(Total: 20 marks)**

**SECTION B: Answer any TWO (2) questions in the answer booklet provided. (40 marks)**

**Question 1**

The film industry has seen a dramatic growth from its beginning in the late 1800s till today. Along the way, it has been through seven ages, namely the Pioneering Age, the Silent Age, the Transition Age (sounds/talkies age), the Golden Age, the Internationalist Age (the challenge of TV), the New Wave Age and the Mass Media Age.

Write an essay of not more than 350 words on the various ages that the film industry has been through.

(20 marks)

**Question 2**

The global television industry is in the midst of a digital revolution, and it is now clear that streaming video and non-linear viewing will be the most disruptive forces this industry has ever experienced, according to a new report – *The Digital Revolution Is Disrupting the TV Industry* – by The Boston Consulting Group (BCG).

Write an essay of not more than 350 words on how to ensure that the television stations stay relevant in the 21<sup>st</sup> century.. Ensure that your essay is supported with elaboration and examples.

(20 marks)

### Question 3

*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.*

Analyze the movie *A Separation* by paying close attention to the following areas;

- i. gender and sexuality
- ii. social change
- iii. technology and society
- iv. race and ethnicity
- v. personal identity

Ensure that your analysis is supported with elaboration and relevant examples.

(20 marks)

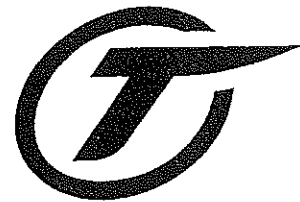
### Question 4

You're required to create a storyboard for a 30 seconds television commercial based on the following brief.

Brief:

Client: Toppo Smartphones

Project:



- To create awareness among the public especially the younger generations and target consumers about the newly launched Toppo smartphones known as T-Generation 2.
- To provide distinctive edges of the hand phone which separates it from the competitors.

Background:

- Distinctive features: Dual Core 1.2GHz processor, Android™ 4.1 Jelly Bean, 3000 mAH battery with Toppo Smart Energy, up to 30 hours' talk time and 12.5 days' standby, 5M auto-focus rear camera + 0.3M front camera, 4.5" IPS display with wide-angle viewing, 4GB eMMC internal + up to 32GB micro SD storage and 162 g weight and 11.7 mm thin.
- Toppo has 2000 designers and engineers focused on factors that make a difference to users. From hard drives that help prevent data damage, to noise-cancelling microphones for clear web chats, to responsive power management for lower consumption, our team attends to details.
- The spacing and height of our keys are specially designed to be comfortable to use and to increase accuracy.
- Our systems are built to lessen heat in critical areas, and our fans are specially designed to run quietly with the least amount of power.
- That means less strain on the system's components, lower power consumption, and more comfort for the user handling the system.
- Please include the Toppo logo in the advertisement and its tagline "Smart Machines for Smart People". Also include information for more details ([www.toppo.com](http://www.toppo.com))

Your storyboard should have **no more than 10 frames** including audio, video description and duration.

(20 marks)

~ The End ~

*com2112(f)/aug16/formatted*