



FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2112: Screen Production Techniques

Date of Examination : December 9, 2017 (Saturday)

Time : 11.00am – 1.00pm 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, Awang Masrin Bin Awang  
Mohd Noor and Faris Hakim Norashiddin

Moderator : Roberto Gerardo Calleja Fernandez

*This paper consists of 5 printed pages, including the cover page*

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM 2112: SCREEN PRODUCTION TECHNIQUES  
FINAL EXAMINATIONS: AUGUST 2017 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) *The Golden Age of Hollywood* is said to have begun in 1920's, during the end of the silent film era and continued through the late 1950's.

Identify and briefly explain **FIVE (5)** characteristics that mark the successful era of filmmaking in Hollywood during this period of time.

(10 marks)

- (b) Cross fertilization in filmmaking industry is a prominent trend in the mass media age.

Briefly explain **FIVE (5)** benefits of cross fertilization to the film industry.

(10 marks)

Question 2

- (a) Define the term *formalist theory*.

(2 marks)

- (b) Explain briefly how the following elements are applied and affect the execution of the movie *Run Lola Run*;

- (i) camerawork
- (ii) lighting
- (iii) editing
- (iv) sound

(12 marks)

- (c) Identify and describe one of your favourite mise-en-scene from the movie *Run Lola Run*. Explain briefly the visual framing and composition of that particular scene.

(6 marks)

**Question 3**

Many networks make their revenue through advertising. Advertisers pay more to advertise on shows with a high viewership of younger audiences.

- (a) Explain briefly **THREE (3)** types of television advertisements. (6 marks)
- (b) Identify and define the **FOUR (4)** categories of advertising scheduling. (8 marks)
- (c) Product placement in live telecast programs is a popular technique implemented by sponsors. In your own words, explain **TWO (2)** pros and **TWO (2)** cons of this advertising/marketing technique. (6 marks)

**Question 4**

- (a) Explain briefly how the following editing techniques can be achieved by the editor;
- (i) relational editing
  - (ii) continuity editing
  - (iii) cross cutting
  - (iv) jump cut
- (8 marks)
- (b) Effective and on-point editing are needed in action packed movies. By referring to an example from any relevant movie, explain briefly how the editing helps to generate the visual spectacular and adrenaline pumping scene. (6 marks)
- (c) In melodramas, capturing and holding key moments are crucial as they serve to move and touch the audience emotionally. As an editor, how this manipulation can be successfully executed? (6 marks)

**Question 5**

- (a) Nationally, the universe of adults 65 years old and above is 75 890 100. On Saturday night, 46 123 400 of them are watching television. 335 789 of them are watching the Kim Cremation Show reruns on CBS.
- (i) What is the PUT of the adults 65 years old and above? (2 marks)
- (ii) Calculate the rating and share of the Kim Cremation Show. (8 marks)

- (b) The smallest TV market in the country, Tiny Town has 4 260 households and one TV station. At 6 pm, there are 1 245 households watching TV. The TakBernama TV local news comes on at 6 pm and 875 households watched the news.
- (i) What is the HUT for the TakBernama TV News? (2 marks)
- (ii) Calculate the rating and share for the TakBernama TV News. (8 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

Assume that you are a freelance scriptwriter. You're informed that RTM is opening a tender for a 13 episode magazine program which will be aired in early April next year. The theme of the magazine program is fashion and beauty. 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)

### 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.*

Explain briefly how the following cultural elements are reflected in the movie *A Separation* and how they contribute to a better understanding of the film;

- Globalization
- Social class
- Gender and sexuality
- Race and ethnicity

(20 marks)

### Question 3

In video production, creativity means coming up with good ideas on a relatively consistent basis and according to a strict time schedule. Two ways of uncovering ideas on cue are brainstorming and clustering.

Write an essay of not more than 350 words on the guidelines of brainstorming and clustering methods of uncovering creative ideas. Ensure that your essay is supported with elaboration.

(20 marks)

### Question 4

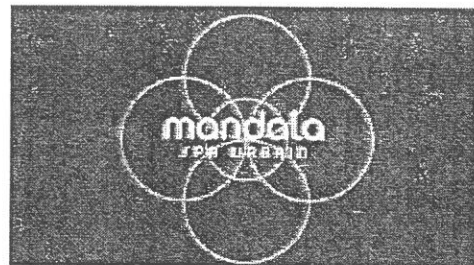
Create a storyboard for a 30 second promotional video based on the following brief.

#### Brief:

Client : Mandala Spa

Project : To promote special package and promotion in conjunction with Mother's Day.

Background :



- Inspired by the traditional thermal spas in Bali, Mandala continues the ancient art to enhancing beauty and wellness in a relaxing and luxurious spa environment at Bangsar Village II, Kuala Lumpur.
- For this Mother's Day, Mandala highly recommend its signature **Agung Massage™**, "The Massage of Life", a full 90 minutes of sheer heavenly indulgence to detoxify and ease any muscle tensions or aches or indulge in Anti-Aging C-Matrix© **Facial** with choice of Vitamin C or Caviar. As a Mother's Day Bonus, Mandala will be adding a complimentary Calming Therapy, an aromatic sensual spa experience for the mind, body and soul with any Agung Massage and Anti-Aging C-Matrix© Facial. This spa promotion ends on 11 May 2018.
- The primary target of this ad will be towards young career women in the range of 20's to early 30's of age who live in Klang Valley, outgoing, prioritize family values and have strong bond with their mothers.
- Please include the Mandala Spa logo in the advertisement and its tagline "Your Luxury Spa Experience Begins Here". Also include information for more details (03 6789 1234 /www.phonium.edu.my).

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

(20 marks)

**The End**

*Formatted/COM2112(Aug2017)Final/hizam*

