

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2022

UDJ 3502 – MEDIA ANALYSIS TECHNIQUES

Date: 03-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Mirror Stage of Development
2. Metaphor
3. Ethnomethodology
4. Binary Opposition
5. Gynocriticism
6. Intertextuality
7. Bourgeoisie
8. Male Gaze
9. Oedipal Complex
10. Das Kapital

SECTION - B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Distinguish between connotation and denotation.
12. Discuss any three concepts of postmodernism.
13. Explain false consciousness and alienation.
14. Compare and contrast syntagmatic and paradigmatic relations.
15. Analyze Carl Jung's archetypes.
16. Elaborate on five act structure of narrative.
17. Discuss the basic premise of feminism and its principles.

SECTION - C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Illustrate Saussure's and Peirce's ideas of semiotics with appropriate examples.
19. Analyse a film of your choice applying feminist or Marxist theory.
20. Discuss Freud's contribution to psychoanalysis.

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