

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2010

VC 1800 - IMAGE AND IMAGINATION

Date & Time: 24/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

Note:

- Please read the questions carefully before you attempt to answer them.
- The questions are set to test your imagination and your skill to analyze.
- Reproduction of the class/lecture notes should be avoided.

PART – A

ANSWER ANY **FIVE** QUESTIONS IN 100 WORDS EACH.

(5 x 4 = 20)

1. Is imagery a representation? Why?
2. How would you explain 'image conscious' youth of today?
3. What is enactive theory?
4. Define mentaslese.
5. What does Baudrillard mean by *simulacra*?
6. How do you relate image with imagination?
7. What is worldview?

PART – B

ANSWER ANY **FIVE** OF THE FOLLOWING IN 200 WORDS EACH. (5 x 8 = 40)

8. Mental imagery is commonly understood as a form of experience. Argue your case.
9. Image, consciousness, identity: Are these interrelated? How do they form synergistic link?
10. Compare *picture theory* with *description theory*.
11. Why do you think that we use our pre-understanding to form images?
12. What process would you follow in image making?
13. Does context have any role in the formation of texts?
14. Why do we say that every representation is a form of domination?

PART – C

ANSWER ANY **TWO** OF THE FOLLOWING IN 400 WORDS EACH.

(2 x 20 = 40)

15. Give a narrative account of the development of ideas on imagery.
16. "We do not see our images, but image is our consciousness." Discuss.
17. 'Destruction of pleasure as a radical weapon': Present your arguments.
