

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**SECOND SEMESTER – APRIL 2010**

**VC 2802 - THEORIES OF VISUAL ANALYSIS**

Date & Time: 19/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer the following in about 50 words each.**

**(10x2=20 marks)**

1. Materialism
2. Voyeurism
3. Signifier
4. False consciousness
5. Aberrant decoding
6. Icon
7. Symbol
8. Ideology
9. Postmodernism
10. Artist

**PART - B**

**Answer any FOUR of the following in about 200 words each. (4x10=40marks)**

11. Explain the concept “theory of lie” with its applications on print advertisement.
12. Apply the concept of intertextuality and analyze the film “Thamizhpadam.”
13. Differentiate metaphor and metonymy.
14. “Fantasy is a mental representation of conscious or unconscious wish fulfillment.”  
Discuss.
15. Discuss about the symbolic representation of body organs in television advertisements.

**PART – C**

**Answer any TWO of the following in about 400 words each. (2x20=40marks)**

16. Popular media reinforces the dominant ideology – Discuss.
17. Explain the imaginary, symbolic and real.
18. “Interpretation of texts by audiences differs from the creators of the text”- Discuss.

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