

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

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

**FIFTH SEMESTER – APRIL 2010**

**VC 5511 - VISUAL AESTHETICS AND ANALYSIS**

Date & Time: 27/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL the questions**

**(10 x 2 = 20 marks)**

1. Text
2. Paradigmatic Analysis
3. Sign
4. Meta Narratives
5. Alienation
6. Comic
7. sexist writing
8. Voyeurism
9. Althuser
10. Propp

**PART – B**

**Answer any FIVE questions in about 200 words each.**

**(5 x 8 = 40 marks)**

11. Explain the personal and cultural perspectives of a visual message.
12. What is the process involved in image analysis with regard to semiotic approach?
13. Explain Denotation and Connotation with examples.
14. Explain the many models of beauty.
15. What are hegemony and class conflict?
16. Discuss the portrayal of the third gender in Tamil cinema.
17. Explain the rasas in detail.

**PART – C**

**Answer any TWO questions in about 400 words each**

**(2 x 20 = 40 marks)**

18. Discuss Post modernism as an approach for visual analysis.
19. Analyse any movie of your choice based on feminist approach.
20. Explain Base and Super structure according the Neo Marxists.
21. Explain break work with suitable media examples.

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