



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2013

VC 2813 - VISUAL METHODOLOGIES

Date : 26/04/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all the following questions in 50 words each:

10×2=20

1. Visual
2. Scopic regime
3. Intertextuality
4. Id
5. Hegemony
6. Subjectivity
7. Feminism
8. Gaze
9. Code
10. Discourse

PART –B

Answer any FIVE of the following in about 200 words each:

5× 8=40

11. Explain visual culture?
12. Describe the importance of spatial organization.
13. Write about postmodernism.
14. Explain about the signification process.
15. How do media promote consumer culture? Explain.
16. Describe the various uses of visual analysis.
17. Explain the components in compositional interpretation.
18. Write about the contribution of Althusser

PART- C

Answer any TWO of the following in about 400 words each:

2x20=40

19. Explain Laura Mulvey's theory of Visual pleasure in the context of films.
20. Describe the process of semiotic interpretation of a visual text.
21. Marxian analysis is nothing but ideological analysis – Discuss.
22. Discuss the key concepts that are used in psychoanalytical analysis.
