



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2014

VC 2813 - VISUAL METHODOLOGIES

Date : 28/03/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all the following questions in not exceeding 50 words each. 10X2=20

1. Visuality
2. Cultural space
3. Visual culture
4. Discourse
5. Super structure
6. Alienation
7. Mirror stage
8. Catharsis
9. Ideal ego
10. Inter textuality

PART-B

Answer any FIVE of the following in not exceeding 200 words each. 5X8=40

11. Describe Charles Sanders Peirce theory of sign.
12. Explain Freudian Oedipus in Indian media context.
13. Brief the influence of cultural codes in interpretation of a visual text.
14. What is commodification of culture? Explain.
15. Contrast the ideologies of second and third wave feminism.
16. Describe voyeuristic gaze from a feminist point of view.
17. Explain Roland Barthes theory of semiotic meanings of texts.
18. Elaborate on the social life of visuals.

PART-C

Answer any TWO of the following in not exceeding 400 words each. 2x20=40

19. Explain the differences between paradigmatic and syntagmatic analysis
20. Discuss ideological analysis in detail.
21. Describe Lacanian psychoanalysis as a tool for visual analysis.
22. Explain the feminist position on media with examples from Indian media.
