LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SECOND SEMESTER – **APRIL 2015**

VC 2813 - VISUAL METHODOLOGIES

Date : 16/04/2015   Dept. No.   Max. : 100 Marks
Time : 01:00-04:00

PART - A

I. Answer ALL the questions   **10x2=20**

1. Scopic regime
2. Ideology
3. Signifier
4. Content analysis
5. Synecdochal
6. Superego
7. Discourse
8. Castration complex
9. Laura Mulvey
10. Syntagmatic

PART - B

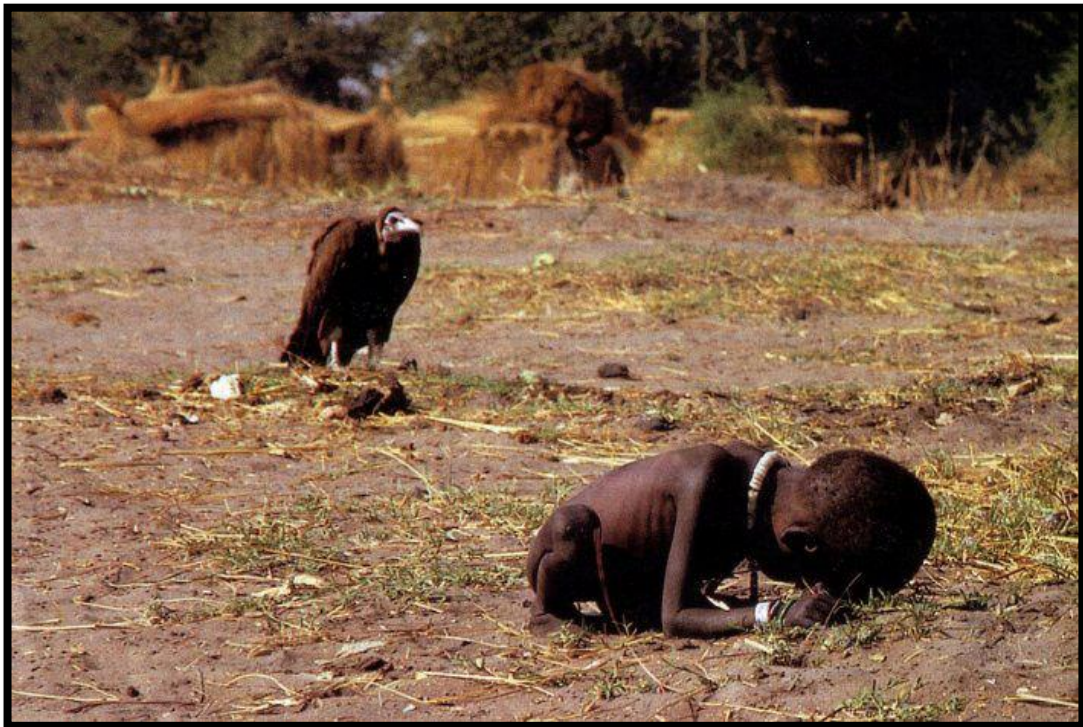**II. Answer any FIVE questions from the following in not exceeding 250 words**

5x8=40

11. How are the ideas of Ferdinand de Saussure different from those of Charles S. Peirce?

12. Define content analysis. Explain the salient features of content analysis.

13. Explain the three types of ego as described by Sigmund Freud with suitable diagram.

14. Discuss the various types of feminism.

15. Explain the salient features of critical discourse analysis.

16. Explain the methodological tools: sites and modalities for interpreting visual images.

17. Define culture. How images put an impact on cultures of a society?

18. Who was Karl Marx? Explain the Base and super structure with suitable examples of Indian Society.

PART - C

III. Answer any TWO questions from the following in not exceeding 500 words
2x20=40

19. What is visual culture? Explain the components of Compositional interpretation of still images.

20. Think of the different styles of clothing worn by different social groups. What are some of the signs that distinguish different form of youth culture?

21. Interpret any film that you saw recently based on the psychoanalytic concepts.

22. Interpret the following image with the help of discourse analysis based on *Fairclough's dimensions of discourse analysis.*

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