

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



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

**SECOND SEMESTER – APRIL 2016**

**VC 2813 – VISUAL METHODOLOGIES**

Date: 16-04-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART – A**

**Answer ALL the following with suitable examples.**

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

1. Psychoanalysis
2. Gaze
3. Materialization
4. Subconscious
5. Semiology
6. Narcissism
7. Codes
8. Iconography
9. Marxism
10. Louis Althusser

**PART – B**

**Answer any FIVE of the following.**

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

11. What are the elements or components involved in compositional interpretation of images? Explain.
12. Discuss discourse analysis in detail.
13. What are the steps involved in content analysis? Explain with examples.
14. Do psychoanalysis of a film that you watched recently.
15. In anthropological interpretation what are the components involved? Discuss.
16. What are the effects that you observe of the visual objects in our society?
17. How would you do a semiotic analyze of an ad with the concepts given by Charles Sanders Peirce and Saussure? Explain.
18. How does ideology function in every institution of our society? Explain.

**PART – C**

**Answer any TWO of the following.**

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

19. Discuss Laura Mulvey's work of 'Visual pleasure and narrative cinema'.
20. How do media portray the gender discrimination in Indian cinema? Discuss.
21. Explain how Voyeurism concept functions in media with reference to Indian cinema.
22. How would you interpret visuals from Marxist's perspective? Explain in detail.

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