

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



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

**FIFTH SEMESTER – APRIL 2016**

**VC 5515 – VISUAL ANALYSIS**

Date: 26-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each.

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

01. Defense Mechanism
02. Ideology
03. Visual Analysis
04. Communism
05. Intertextuality
06. Feminism
07. Social Differentiation
08. Gender Inequality
09. Pleasure Principle
10. Hegemony

**PART – B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each. **(5 x 8 = 40 marks)**

11. Discuss the class nature found in Indian films.
12. Elucidate syntagmatic and paradigmatic analysis with example.
13. Explain Ideological analysis.
14. Elaborate on Marxist's reflection on base and super structure.
15. Write short notes on denotation and connotation with examples.
16. Explain Sigmund Freud's psychosexual development and its various stages.
17. "Indian mainstream cinema sells sex to the masses". Critically comment on the statement with feminist approach towards media.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each.

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

18. "Prime time television news debates are losing credibility, with high pitched and dominating anchors, who hardly allow any in-depth discussion." Discuss with specific examples from recent television talk shows on news channels.
19. Discuss in detail the six Perspectives of visual image with example.
20. Compare any vernacular newspaper to an English newspaper of your choice and do a semiotic analysis.
21. Explain the following in detail with examples.

a. Unconscious

b. Gaze

c. Culture

d. Code

e. Alienation.

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