



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2017

VC 5515- VISUAL ANALYSIS

Date: 24-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A (10x2=20 Marks)
Answer the following

1. Post colonialism
2. Class
3. Myth
4. Oedipus complex
5. Signifier
6. Code
7. Real
8. Gaze
9. Post modernism
10. Feminism

PART – B (5X8=40 Marks)
Answer any FIVE questions

11. Explain briefly the six perceptions of Visual Image
12. Explain the basic signs and the signification process
13. Write about the theory of human unconscious
14. Explain need, demand and desire
15. Explain Base and Superstructure
16. Write about sexist language
17. Explain alienation from the Marxist perspective

PART – C (2X20=40 Marks)
Answer any TWO questions

18. Explain syntagmatic and paradigmatic analysis
19. Discuss the portrayal of women in Indian Media
20. What do you mean by ideological analysis? Explain in detail
21. Psychoanalysis is a best tool for Visual analysis - Discuss
