



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

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

SECOND SEMESTER – APRIL 2018

**17PVC2MC04- VISUAL METHODOLOGIES**

Date: 19-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

**ANSWER ALL IN 50 WORDS 10 X2= 20**

1. Visuality.
2. Simulacrum.
3. Codes.
4. Michel Foucault.
5. Exhibitionism.
6. Sexuality.
7. Regime of truth.
8. Hegemony.
9. Visual sense.
10. Visual culture

**PART – B**

**ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS 5x8=40**

11. Discuss the centrality of visuals in everyday life.
12. Write elaborately on signifier, signified, denotation, connotation and mythical meaning.
13. Emphasize the importance of discourse analysis.
14. Distinguish between Lacanian gaze and Voyeuristic gaze.
15. Giving examples, explain repressive state apparatuses.
16. State whether images have social life.
17. Give a note on the contributions made by Sigmund Freud and Antonio Gramsci.
18. Explain recontextualization. Give examples from social media.

**PART – C**

**ANSWER ANY TWO OF THE FOLLOWING IN 750 WORD 2x20=40**

19. Explain compositional interpretation of moving images. Give examples.
20. Analyze an advertisement using social semiotics approach.
21. Emphasise how and why critical visual methodologies are popular among media researchers.
22. Discuss materiality of culture, citing examples.

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