

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2018

VC 5515– VISUAL ANALYSIS

Date: 27-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER THE FOLLOWING.

(10x3=30 Marks)

1. Visual Text
2. Proximity
3. Base and Superstructure
4. Ideology
5. Connotation
6. Syntagmatic analysis
7. Signifier
8. Super Ego
9. Class Struggle
10. Intertextuality

PART-B

ANSWER ANY FIVE QUESTIONS

(5x8=40 Marks)

11. Explain the six perceptions of Visual Image.
12. Analyze a media text using semiotics
13. Explain Marxist approaches to media texts with example.
14. Why is it important to understand narrative pleasure in media? Explain with Example.
15. Explain repression. Give examples.
16. Write about the stages of psychosexual development
17. What is Feminism? Explain the types with Example.

PART-C

ANSWER ANY TWO QUESTIONS

(2x15=30 Marks)

18. Explain ideological analysis with examples.
19. Discuss Male Gaze in Indian cinema.
20. Explain syntactmatic analysis and paradigmatic analysis with examples.
21. 'The world is phallogentric.' - Discuss.
