



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2019

16UVC5MC02 / VC 5515 – VISUAL ANALYSIS

Date: 16-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A (10X2=20 Marks)

Answer all the questions

1. Visuality
2. Visual turn
3. Super structure
4. Frankfurt School
5. Social semiotics
6. Signifier
7. Desire
8. Psychoanalysis
9. Feminism
10. Postmodernism

PART- B (5X8=40 Marks)

Answer ANY FIVE of the following

11. Explain critical discourse analysis
12. Write about Hegemony from Marxist perception
13. Describe Denotation and Connotation
14. Write about Psychoanalytic theory.
15. Explain post-colonial approach and its influence.
16. Describe Marxist approach to media with examples.
17. Explain Base and Super structure of Marxist perception.

PART- C (2X20 =40 Marks)

Answer ANY TWO of the following

18. Discuss feminist approach to media.
19. Explain syntagmatic and paradigmatic analysis.
20. Elaborate on the contribution made by psychoanalysis to media criticism.
21. Discuss ideological analysis with examples
