

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



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

**FIFTH SEMESTER – APRIL 2022**

**16UVC5MC02 / UVC 5503 – VISUAL ANALYSIS**

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART-A**

**Answer all questions in 50 words.**

**10 X 2 = 20**

1. Aberrant Decoding
2. Ocular Centric
3. Symbolism
4. Oedipus Complex
5. Feminism
6. What is Visuality?
7. Marxism
8. What is Semiotics?
9. What is Psyche?
10. What is visual pleasure and narrative cinema?

**PART-B**

**Answer any FIVE questions in 100 words each.**

**5 X 8 = 40**

11. Discuss the various visual aids media.
12. Explain about Base and Superstructure.
13. What are the four stages of human development according to Freud?
14. Explain how women are symbolized as visual pleasure according to Laura Mulvey.
15. How is the ideology from a Marxist perspective play a role in media?
16. Discuss any five Propp's functions with examples.
17. Analyse a recent movie with semiotic signs.

**PART-C**

**Answer any TWO question in 300 words**

**2 x 20 =40**

18. Explain the different perspectives of analyzing the media.
19. How dreams are associated with the unconscious mind and media? Elaborate with examples from films.
20. Explain the Syntagmatic and Paradigmatic analysis.
21. Discuss about feminist approach in Films.

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