

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2023

16/17/18UVC5MC02 – VISUAL ANALYSIS

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Part A

Answer all the questions in about 50 words each:

(10x2 = 20 marks)

1. Visual Turn
2. Content analysis
3. Marxism
4. Ideology
5. Social semiotics
6. Connotation
7. Sigmund Freud
8. Super Ego
9. Postmodernism
10. Representation of Women

Part B

Answer ANY FIVE of the following questions in about 250 words:

(5 x 8 = 40 marks)

11. How do technical perspectives help in analyzing visual images?
12. Comment on the Class Conflict in movies with examples.
13. Analyze the use of signs and codes in media texts.
14. Discuss the concept of the gaze in relation to media representations of gender.
15. Describe the three waves of Feminism.
16. Analyze a media text using semiotics.
17. Review a movie using psychoanalytic theory.

Part C

Answer ANY TWO of the following questions in about 400 words:

(2 X 20 = 40 marks)

18. Analyze the significance of historical perspective in the interpretation of visual images.
19. Discuss the Marxist approach to media ownership and its impact on media content.
20. Interpret the role of denotation and connotation in the interpretation of visual media texts.
21. Analyze the representation of gender and sexuality in a particular movie, using a feminist perspective.

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