

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



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

**FIFTH SEMESTER – APRIL 2023**

**UVC 5503 – 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 Text
2. Aberrant decoding
3. Power
4. Opinion Leader
5. Symbol
6. Subculture
7. Phallogocentric
8. Youth Culture
9. Post-Colonialism
10. Postmodernism

**Part B**

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

**(5 x 8 = 40 marks)**

11. How do personal and ethical perspectives help in analyzing visual images?
12. Discuss the base and superstructure of Marxist theory.
13. Explain the Icon, Index and Symbol.
14. Explain repression. Give examples
15. Examine the three waves of Feminism.
16. Explain about Post Modernism.
17. Critically evaluate the use of semiotics in media analysis.

**Part C**

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

**(2 x 20 = 40 marks)**

18. Investigate and discuss the six perspectives used in the interpretation of visual images?
19. Explain Marxist approaches to Films with examples.
20. Discuss Sigmund Freud's Dream work.
21. Examine the issues related to the representation of women in the media.

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