

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

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

**FIRST SEMESTER – NOVEMBER 2009**

**VC 1813 - VISUAL CULT & CULTURE**

Date & Time: 11/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer the following in about 50 words each.**

**(10 X 2 = 20)**

1. Visual culture
2. Male gaze
3. Folk art
4. Pleasure
5. Hero worship
6. Hegemony
7. Weblog
8. Globalization
9. Pulp fiction
10. Individualism

**PART – B**

**Answer any FIVE questions in about 200 words each.**

**( 5 X 8 = 40)**

11. Photography has killed painting - Explain.
12. Mass media marked the birth of democracy – discuss.
13. Explain the ambiguous and polysemic nature of visuals.
14. Discuss the cultural meanings of colour.
15. Write about virtual reality.
16. Media are powerful socializing agents- Explain.
17. Explain the reasons for studying visual culture.

**PART – C**

**Answer any TWO questions in about 400 words each.**

**(2 X 20 = 40)**

18. Visual cults are created for political and economic reasons - Discuss.
19. Discuss about the new art forms of postmodern era.
20. Consumer culture is an ideology – Discuss.
21. Our perceptions are shaped by society and culture – Discuss.

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