

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – November 2009

VC 5511 - VISUAL AESTHETICS AND ANALYSIS

Date & Time: 05/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART- A

I. Answer ALL the questions

(10 x 2 = 20 marks)

1. Sign
2. Codes
3. Parody
4. Narrative
5. Male Gaze
6. Repression
7. Ideology
8. Class
9. Aesthetics
10. Rasa

PART – B

II. Answer ANY FIVE questions

(5 x 7 = 35 marks)

11. Write about few myths related to women in our society.
12. Give brief notes on intertextuality.
13. What is false consciousness?
14. How does feminist approach help in analyzing media texts?
15. Differentiate the characteristics between Indian and Western aesthetics?
16. Write notes on metaphor and metonymy.
17. Brief about metanarratives.

PART- C

III. Answer ANY THREE questions

(3 x 15 = 45 marks)

18. Elaborate on the six perceptions of visual message.
19. Explain: a) Id, Ego and Superego b) Dreams c) Oedipus Complex.
20. How are lighting, colour, music and sound used to give meaning to signs in television commercials?
21. Discuss: Syntagmatic and Paradigmatic structure.
22. Discuss the basic concepts related to Postmodernism.

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