



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

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

**FIFTH SEMESTER – NOVEMBER 2014**

**VC 5515 - VISUAL ANALYSIS**

Date : 30/10/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each.

**(10 X 2 = 20)**

01. Hegemony
02. Culture
03. Postmodernism
04. Oedipus Complex
05. Code
06. Desire
07. Ideology
08. Alienation
09. Voyeurism
10. Patriarchy

**PART – B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each.

**(5 X 8 = 40)**

11. Explain metaphor and metonymy.
12. “Internet ropes male gaze” Do you agree with the statement? Argue.
13. Compare and contrast denotation and connotation analysis.
14. Write short notes on social semiotics.
15. Elaborate on discourse analysis.
16. “Men often give love for sex; women often give sex for love”. Critically comment on the statement with the help of feminist approach towards media.
17. Explain base and super structure.
18. Write a note on the following.
  - a. Id
  - b. Ego
  - c. Superego.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each.

**(2 X 20 = 40)**

19. Discuss in detail the six perceptions of visual image with example.
20. Elucidate in detail the syntagmatic and paradigmatic analysis with example.
21. Discuss the concept of Marxist approach to media analysis with example.
22. Discuss the uses of psycho analysis as a tool for visual analysis.

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