



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2015

VC 5515 - VISUAL ANALYSIS

Date : 03/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

PART-A

ANSWER THE FOLLOWING.

(10x2=20 Marks)

1. Ocular Centrism
2. Culture
3. False consciousness
4. Ideology
5. Code
6. Metonymy
7. Voyeurism
8. Ego
9. Oedipus complex
10. Gaze

PART-B

ANSWER ANY FIVE QUESTIONS

(5x8=40 Marks)

11. Explain the uses of Visual analysis.
12. Explain syntagmatic analysis.
13. Explain Historical Materialism.
14. What is intertextuality? Explain with examples.
15. “Almost all the advertisements are a part of male gaze” Analyze the statement.
16. Write short note on base and super structure.
17. Write about human unconscious.
18. Distinguish the three waves of feminist theory.

PART-C

ANSWER ANY TWO QUESTIONS

(2x40=40 Marks)

19. “Seeing comes before words”. Comment on the statement with Critical Perspectives on Visual Imagery in Media and Cyber culture.
20. Explain ideological analysis with examples.
21. Do a detailed semiotic analysis of a Television Advertisement.
22. Interpret television serials using contemporary feminist theory.

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