



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – NOVEMBER 2016

VC 2813 - VISUAL METHODOLOGIES

Date: 08-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** the following

10x2=20

1. Mythology
2. Freud
3. Ideology
4. Signs
5. ID
6. Lacan
7. Inter-textuality
8. code
9. Text
10. Visual culture

PART-B

Answer any **FIVE** of the following

5x8=40

11. Write about Voyeuristic gaze.
12. Explain queer theory.
13. How does ideology function in every institution of our society? Explain.
14. What is feminism? Explain.
15. Explain Freud's model of human mind.
16. Explain content analysis.
17. Explain Base and superstructure.
18. Discuss the stages involved in psychosexual development.

PART- C

Answer any **TWO** of the following

2x20=40

19. Discuss the contributions of Antonio Gramsci.
20. How does RSA and ISA function in Indian society?
21. Discuss Laura Mulvey's work with examples.
22. What are the different codes used in visuals to convey & interpret information. Discuss.
