



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

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

**FIFTH SEMESTER – NOVEMBER 2016**

**VC 5515 - VISUAL ANALYSIS**

Date: 01-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part –A**

**Answer ALL the questions**

**(10x2=20 Marks)**

1. Alienation
2. Althusser
3. Semiotics
4. Myth
5. Post modernism
6. Oedipus complex
7. phallocentrism
8. Feminism
9. Stereotyping
10. Post colonialism

**Part- B**

**Answer any FIVE questions**

**(5x8=40 Marks)**

11. What are the six perceptions of visual image?
12. Explain ideological analysis.
13. Write about the different types of signs and the process of signification.
14. Elaborate on Dream work.
15. Describe Base and Super structure.
16. Write about mirror stage.
17. What do you mean by sexist language? Explain with examples.
18. Explain Freudian concept of human unconscious.

**Part – C**

**Answer any TWO questions**

**(2x20=40 Marks)**

19. Discuss ideological analysis of media text with suitable examples.
20. Explain Gaze from the point of view of Laura Mulvey.
21. Elaborate on syntagmatic and paradigmatic analysis.
22. Discuss the portrayal of women in Indian media.

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