



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2017

VC 5515 – VISUAL ANALYSIS

Date: 01-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

ANSWER THE FOLLOWING.

(10x2=20 Marks)

1. Define Visual literacy.
2. What is the meaning of discourse analysis?
3. What is the concept of Alienation?
4. What is the dominant Ideology?
5. Define Connotation.
6. What is Syntagmatic analysis?
7. What are iconic Signs?
8. What is ego According to Freud's theory?
9. What is the oedipus complex?
10. Define Radical feminism

PART-B

ANSWER ANY FIVE QUESTIONS

(5x8=40 Marks)

11. Explain ideology from the Marxist point of view.
12. What is Dialectical materialism?
13. Write about the Freudian contribution to media analysis.
14. Write about the Althusserian view of base and super structure.
15. Write about signification process.
16. “All the Advertisements are part of Male gaze”. Analyze the statement.
17. What is postmodernism?

PART-C

ANSWER ANY TWO QUESTIONS

(2x20=40 Marks)

18. Explain the six perceptions of analyzing the Visual image.
19. Explain the basic concepts of Marxist media analysis.
20. Discuss about syntagmatic and paradigmatic analysis.
21. Discuss about feminist approach to media.
