



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

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

**FIFTH SEMESTER – NOVEMBER 2018**

**16UVC5MC02 / VC 5515 –VISUAL ANALYSIS**

Date: 30-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART-A**

**ANSWER THE FOLLOWING.**

**(10x3=30 Marks)**

1. Visual Text
2. Real
3. Discourse Analysis
4. Non Sexist Writing
5. Code
6. Paradigmatic analysis
7. Signified
8. Psychoanalytic approach
9. Oedipus complex
10. Post Colonialism

**PART-B**

**ANSWER ANY FIVE QUESTIONS**

**(5x8=40 Marks)**

11. Explain the main concepts of Lacanian Psychoanalysis.
12. Super structure has its own independent existence- Comment.
13. The gaze is always male. Why?
14. A text can be read in many ways-Explain
15. How do you interpret media from a post colonial perspective
16. What is Second wave feminism?
17. Explain hyper reality.

**PART-C**

**ANSWER ANY TWO QUESTIONS**

**(2x15=30 Marks)**

18. Discuss in detail the six perceptions of visual message with example.
19. Explain ideological analysis with examples.
20. Discuss the issues related to the representation of women in media.
21. Explain semiotic theory using examples from film and television.

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