

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION
FIFTH SEMESTER – NOVEMBER 2019
VC 5515/16/17UVC5MC02 – VISUAL ANALYSIS

Date: 31-10-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer all the questions in about 50 words each:

(10 x 2 = 20)

1. Hegemony
2. Discourse analysis
3. Social semiotics
4. Denotation
5. Psychoanalysis
6. Postmodernism
7. Marxism
8. Lacan
9. Post-Colonialism
10. Base and Superstructure

PART B

Answer ANY FIVE of the following questions in about 200 words each:

(5 x 8 = 40)

11. Write about the ethical aspects of visual image.
12. Write about the Marxist concepts of class.
13. Explain icon, index and symbol with examples.
14. Discuss Sigmund Freud's Dream work.
15. Explain about Post Modernism.
16. Discuss base and superstructure of Marxist theory.
17. Explain about Critical Discourse Analysis.

PART C

Answer ANY TWO of the following questions in about 400 words:

(2 x 20 = 40)

18. What are the six perspectives of a visual image? Explain with examples.
19. Discuss about Ideological analysis.
20. Write about male gaze in media with examples.
21. Discuss about semiotic approach to media.

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