



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2022

UVC 5503 – VISUAL ANALYSIS

Date: 28-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Answer ALL the questions

(10x2=20 Marks)

1. Visual Text
2. Metaphor
3. Hegemony
4. Ideology
5. What is Rhetoric of the Image?
6. Index
7. Imaginary order
8. Gaze
9. Postcolonial art
10. Gender Equality

PART - B

Answer Any FIVE of the following questions

(5x8=40 Marks)

11. Explain about Critical Discourse Analysis.
12. Describe about Marxist approach to media text.
13. Explain about Denotation and Connotation.
14. Write a note on Psychoanalytic approach to media.
15. Explain about feminist approaches to Media.
16. Explain the ideas of Lacan psychoanalysis.
17. Define the role of visual text in new media advertisement.

PART – C

Answer Any TWO of the following questions

(2x20=40 Marks)

18. Explain in detail about the six perceptions of visual Image.
19. Write in detail about Marxist concept of social analysis and reach of media.
20. Define semiotics and use of semiotics in movies.
21. Explain about Gender Perspectives in Movies.

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