

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



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

**FIFTH SEMESTER – NOVEMBER 2022**

**UVC 5503 – VISUAL ANALYSIS**

Date: 07-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Answer ALL the questions in about 50 words.**

**(10 X 2 = 20)**

01. Visuals
02. Metaphor
03. Social Alienation
04. Conflict
05. Hermeneutic Code
06. Oedipus Complex
07. Symbolism
08. Media Text
09. Gender Stereotyping
10. Hegemony

**PART – B**

**Answer FIVE of the following in 200 words.**

**(5 X 8 = 40)**

11. Explain how social media breed false consciousness?
12. Elucidate on Jacques Lacan's subjectivity.
13. Discuss the psycho analysis in detail.
14. Write short notes on semiotics analysis.
15. Explain in detail the Marxist social analysis.
16. Elucidate on Id, Ego and Super Ego.
17. Compare and contrast syntagmatic and paradigmatic analysis.

**PART – C**

**Answer any TWO of the following in about 400 words.**

**(2 X 20 = 40)**

18. "Selfies, Instagram and Social Media Post are essential elements of the Male Gaze in Millennial Culture" Do you agree with the statement. Critically argue with contemporary examples.
19. Discuss in detail the six perceptions of visual image with examples.
20. Canadian poet, novelist and activist Margaret Eleanor Atwood said "Men are afraid that women will laugh at them. Women are afraid that men will kill them." Critically comment on the statement with the help of feminist approach towards media.
21. Does an analysis of any film you watched recently using visual analysis tools?

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