

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



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

**FIFTH SEMESTER – NOVEMBER 2023**

**UVC 5503 – VISUAL ANALYSIS**

Date: 03-11-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## SECTION A - K1 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

### 1. Fill in the blanks

- a) In Visual Text analysis, the six perceptions of visual images are: Personal, Historical, Technical, Ethical, Cultural, and \_\_\_\_\_
- b) In Marxist social analysis, the term "base" refers to the \_\_\_\_\_ and material aspects of society,
- c) The semiotic approach treats media as a \_\_\_\_\_ to be decoded, much like language \_\_\_\_\_
- d) According to Freud, \_\_\_\_\_ refers to the process of suppressing or blocking out unpleasant or disturbing thoughts or memories.
- e) The \_\_\_\_\_ approach to media analysis focuses on issues of equality, representation, and power imbalances between genders in media content

### 2. Definitions

- a) Technical Perspective
- b) Ideology
- c) Visual semiotics
- d) Gaze
- e) Stereotype

## SECTION A - K2 (CO1)

**Answer ALL the Questions**  
**10)**

**(10 x 1 =**

### 3. Match the following

- |    |                                |  |
|----|--------------------------------|--|
| a) | 1. Critical Discourse Analysis | A. Encompasses culture and ideology    |
| b) | 2. Superstructure              | B. Working Class                       |
| c) | 3. Denotation                  | C. Gender role and stereotype          |
| d) | 4. Proletariat                 | D. Deconstruct the Underlying Messages |
| e) | 5. Gender Perspective          | E. Represents literal meaning          |

### 4. True or False

- a) The six perceptions of visual images include Emotional and Linguistic perspectives
- b) According to Marxist analysis, the media always serves the interests of the working class
- c) Paradigmatic analysis in semiotics deals with the relationships between signs in a sequence.
- d) Jacques Lacan's psychoanalytic theories had no impact on the field of media studies
- e) The Marxian approach primarily deals with issues of gender and sexuality in media content.

## SECTION B - K3 (CO2)

**Answer any TWO of the following**

**(2 x 10 = 20)**

5. Explain the role of the Historical perspective in visual image analysis.
6. Explain the class nature of media, as understood in Marxist social analysis
7. Elucidate the main premise of the semiotic approach in media analysis

8.	Identify the fundamental principles of the psychoanalytic approach to media, as established by Freud and Lacan?
<b>SECTION C – K4 (CO3)</b>	
<b>Answer any TWO of the following (2 x 10 = 20)</b>	
9.	Give an example of how the Personal perspective can affect one's interpretation of a visual image
10.	Discuss the concept of "Hegemony" in Marxist theory and its relevance to media analysis.
11.	Explain the concept of the "gaze" in the psychoanalytic approach to media.
12.	Identify the key objectives of gender perspectives in media analysis
<b>SECTION D – K5 (CO4)</b>	
<b>Answer any ONE of the following (1 x 20 = 20)</b>	
13.	Provide an example of how the class nature of media can be observed in contemporary media content
14.	Analyse the significance of social semiotics in the context of media analysis, and Explain how it differs from traditional semiotics?
<b>SECTION E – K6 (CO5)</b>	
<b>Answer any ONE of the following (1 x 20 = 20)</b>	
15.	Provide an in-depth analysis of how the psychoanalytic approach to media can be applied to a specific media text or example.
16.	Analyze any movie using feminist approach to gender perspectives.

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