



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2025

UVC 5503 – VISUAL ANALYSIS



Date: 28-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

	Answer ALL the Questions -	(10 x 1 = 10)
1.	Answer the following	
a)	Differentiate Connotation and Denotation	
b)	Who introduced the concept of hegemony?	
c)	Which theorist is associated with the concept of the Gaze	
d)	Who is the key thinker behind ideology in Marxist theory?	
e)	What is repression according to Freud's psychoanalytic theory?	
2.	Definitions	
a)	Hyperreality	
b)	Superstructure	
c)	Class consciousness	
d)	Paradigmatic analysis	
e)	Ideology	

SECTION A - K2 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
3.	Match the following	
a)	Feminist Media Analysis/ Central concept in psychoanalysis	
b)	Desire/ Study of relationships between signs	
c)	Syntagmatic Analysis/ Focus on gender representation	
d)	Althusser's ISA/ Mirror Stage and subject formation	
e)	Lacan/ Cultural institutions reinforcing ideology	
4.	True or False	
a)	Post-colonial media analysis looks at the impact of colonial history on modern media representations	
b)	Repression, according to Freud, involves the conscious blocking of thoughts and desires	
c)	Hyperreality refers to the distinction between reality and fiction in media	
d)	Paradigmatic analysis examines the choices available in a sign system	
e)	The superstructure in Marxist theory refers to the economic base of society	

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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| 5. | Explain how base and superstructure, class nature of media, and hegemony concepts help critique |
| 6. | Explore syntagmatic and paradigmatic analysis in interpreting media texts |
| 7. | Discuss the six perceptions of visual images |
| 8. | Explain the significance of Critical Discourse Analysis in understanding the power relations |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Discuss the concepts of the Ideological State Apparatus |
| 10. | How do concepts like hyperreality and scepticism of grand narratives reshape the way media texts are produced and consumed? |
| 11. | Analyse the role of visual semiotics in understanding media as text |
| 12. | Examine the relationship between ideology and media according to Althusser |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Analyse the class nature of media and the role it plays in maintaining or challenging societal structures |
| 14. | Discuss in detail the concepts of signs, codes, denotation, connotation, and their roles in meaning-making |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Examine the psychoanalytic approach to media analysis, focusing on the ideas of Freud and Lacan |
| 16. | Critically analyze the feminist, postmodern, and post-colonial approaches to media analysis |

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