



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

Answer ANY FOUR of the following

(4x10 = 40 Marks)

1. What is the role of cultural perspective in visual interpretation?
2. What is hegemony in Marxist theory?
3. Analyze a media text using semiotics
4. Explain the Icon, Index and Symbol.
5. Discuss Sigmund Freud's Dream work.
6. What is the psychoanalytic approach to media?
7. What is Feminism? Explain the types with Example.
8. Why is it important to understand narrative pleasure in the media? Explain with Example.

SECTION – B

Answer ANY THREE of the following

(3x20 = 60 Marks)

9. Explain the six perceptions of visual images in detail.
10. Critically evaluate the Class Conflict in movies with examples.
11. Analyze the use of signs and codes in media texts.
12. Apply the psychoanalytic theory to any film of your choice.
13. Analyze the representation of gender and sexuality in a particular movie, using a feminist perspective.
14. Evaluate the ethical implications of using visual images in political campaigns.

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