LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

SECOND SEMESTER - APRIL 2023

PVC 2504 - VISUAL METHODOLOGIES

Date: 04-05-2023	Dept. No.	Max.: 100 Marks

Time: 01:00 PM - 04:00 PM

Part A

Answer all the questions in about 50 words each:

(10x2 = 20 marks)

- 1. Define the term 'visual culture'.
- 2. What is ocular centrism?
- 3. What is semiology?
- 4. Define ideology.
- 5. What is the mirror stage, and who developed this concept?
- 6. What is the Lacanian gaze, and how is it related to the voyeuristic gaze?
- 7. What is the meaning of discourse analysis?
- 8. Explain the term 'iconography.'
- 9. What is the social life of images?
- 10. Define materiality in the context of images.

Part B

Answer ANY FIVE of the following questions in about 250 words:

(5 X 8 = 40 marks)

- 11. How does visual culture impact the way we understand and interact with the world around us?
- 12. Explain Louis Althusser's concept of "ideological state apparatuses."
- 13. What is the relationship between the voyeuristic gaze and the Lacanian gaze in the context of psychoanalysis and visuality?
- 14. Explain the relationship between power/knowledge and institutional apparatus in shaping discursive formations.
- 15. Explore the ethical and moral dimensions of the visual object, focusing on issues such as appropriation, censorship, and representation.
- 16. How do digital technologies influence the social life of images?
- 17. Analyze the role of iconography in constructing and reinforcing cultural and social identities.

Part C

Answer ANY TWO of the following questions in about 400 words:

 $(2 \times 20 = 40 \text{ marks})$

- 18. Discuss the relationship between visual representation and power, and how this relationship has been mediated throughout history.
- 19. Analyze the ways in which social semiotics can be used to interpret a cultural artifact.
- 20. How does Laura Mulvey's concept of the male gaze challenge traditional assumptions about spectatorship and the representation of women in the media?
- 21. Analyze the relationship between technologies, visual culture, and discursive formations, using relevant examples.

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