

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



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

**FIFTH SEMESTER – APRIL 2023**

**VC 5515 – VISUAL ANALYSIS**

Date: 29-04-2023

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)**

**Write short notes on the following**

1. Discourse analysis
2. Stereotypes
3. Karl Marx
4. Class Struggle
5. Signifier
6. Denotation
7. Lacan
8. Castration Anxiety
9. Feminist Criticism
10. Visual Pleasure

**Part B**

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

**(5 x 8 = 40 marks)**

11. How do personal and ethical perspectives help in analyzing visual images?
12. Discuss on the ideologies in movies with examples.
13. Discuss the role of denotation and connotation in the interpretation of media texts.
14. Investigate the concept of desire in relation to media representations of sexuality
15. Discuss the intersectionality of race and gender in media representations.
16. Analyze a media text using marxist approach.
17. Review a movie using psychoanalytic theory.

**Part C**

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

**(2 x 20 = 40 marks)**

18. Analyze the six perspectives in the interpretation of visual images.
19. Discuss about Ideological analysis.
20. Explain about Syntagmatic and Paradigmatic analysis
21. Examine the issues related to representation of women in the media.

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