LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., DEGREE EXAMINATION – **VISUAL COMM.**

FIFTH SEMESTER – NOVEMBER 2012

# VC 5511 – VISUAL AESTHETICS AND ANALYSIS

Date : 7/11/2012 Dept. No. Max. : 100 Marks

Time : 1.00 - 400

**PART - A**

**Answer ALL the questions: (10 x 2 = 20)**

1. Visual Illusions
2. Semantics
3. Parody
4. Desire
5. Hegemony
6. Agam-puram
7. Art
8. Beauty
9. Connotation
10. Myth

**PART – B**

**Answer ANY FIVE questions: (5 x 8 = 40)**

1. How do visual messages communicate meaning effectively?
2. Explain Codes and culture.
3. How is the feminist approach to the media perceived? Explain with examples.
4. Discuss the basic concepts of psychoanalytic approach.
5. Does class affect the media content? Discuss.
6. How are Indian and Western aesthetics different from each other?
7. Discuss the reasons for Visual analysis with examples.

**PART – C**

**Answer ANY TWO questions: (2 x 20= 40)**

1. Explain semiotics.
2. Write about Tamil Aesthetics.
3. Describe the theory of Rasa.
4. Explain Feminist approach to media text.

22. Explain post modernism and in brief discuss the basic concepts.

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