



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – APRIL 2024

UDJ 3502 – MEDIA ANALYSIS TECHNIQUES

Date: 17-04-2024

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. Match the following

- a) Charles Pierce - Jacques Lacan
- b) Vladimir Propp - Surplus
- c) Mirror Stage –Index
- d) Marxism concept –Gynocriticism
- e) Elaine Showalter – Folktale and fairy tales

2. Fill in the blanks

- a) Semiotic is the sty of ----- and -----.
- b) ----- analysis focuses on the linear structure of a narrative, examining the arrangement of elements in a sequence.
- c) ----- developed the concept of Id, Ego and Superego in psychoanalysis?
- d) According to Marx, alienation arises primarily in ----- type of economic system.
- e) -----is the process of forming fixed or overgeneralized beliefs, judgments, or assumptions about a particular group of people.

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. True or False

- a) Denotation is the literal meaning of a sign.
- b) Mythemes" refer to the fundamental units or recurrent patterns of meaning within myths.
- c) The term Animus is used to describe the male counterpart of the anima, representing the masculine qualities in a women's psyche, as per Jung's theory.
- d) Ethnomethodology focuses on how people create and maintain social order through everyday interactions.
- e) Hyperreality refers to a condition where the distinction between reality and representation is clear and well-defined.

4. Define the following

- a) Connotation
- b) Structuralist analysis
- c) Oedipus Complex
- d) Das Kapital
- e) Male Gaze

SECTION B - K3 (CO2)	
Answer any TWO of the following (2 x 10 = 20)	
5.	Explain the concepts of connotation and denotation and their significance in language and communication.
6.	Explore Carl Jung's concept of the Collective Unconscious, Archetypes, and the Anima and Animus.
7.	Discuss the role of historical analysis in the Marxist perspective. How does historical analysis contribute to understanding societal structures and change?
8.	Discuss the concept of Post Modernism
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	Discuss the concept of the "Semiotics of Culture" and its significance.
10.	Explain three-act structure.
11.	Discuss about the syntagmatic and paradigmatic relations.
12.	Discuss the Concept of Alienation in Marxist Theory and Its Significance in Modern Society.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Assess Saussure's and Peirce's ideas of semiotics with appropriate examples.
14.	Evaluate the concept of Empowerment in the context of feminism with some examples.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Express Sigmund Freud's significant contributions to the field of psychoanalysis.
16.	Construct the issues of Sexual Objectification and Stereotyping in contemporary society.

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