



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2024

UVC 5503 – VISUAL ANALYSIS

Date: 06-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Answer **ALL** the questions in about 50 words.

(10 x 2 = 20)

1. Connotation
2. Youth Culture
3. Power
4. Ideology
5. Symbol
6. Representation
7. Stereotypes
8. Psychoanalysis
9. Post-Colonialism
10. Postmodernism

PART – B

Answer **FOUR** of the following in 200 words.

(4 x 10 = 40)

11. How do cultural perspectives help in analyzing visual images?
12. Discuss the base and superstructure of Marxist theory.
13. Analyze a media text using semiotics.
14. Explain about the representation of dreams in movies.
15. What is Feminism? Explain the types with Example.
16. Explain about class conflicts portrayed in films.
17. Critically evaluate the use of semiotics in media analysis.
18. Explain Sigmund Freud Theory

PART – C

Answer any **TWO** of the following in about 400 words.

(2 x 20 = 40)

19. Discuss the six perceptions of Visual Image with suitable examples.
20. Explain Marxist approaches to Films with examples.
21. Discuss about male gaze in the media with a case study.
22. Examine the issues related to the representation of women in the media.

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