



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIFTH SEMESTER – **APRIL 2024**

UVC 5503 – VISUAL ANALYSIS

Date: 20-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
1.	Define the following:	
a)	Signifier	
b)	Male Gaze	
c)	Media Saturation	
d)	Dominant Ideology	
e)	What is polysemic?	
2.	Define the following:	
a)	Indexical	
b)	Stereotype	
c)	Post colonialism	
d)	Gender Discrimination	
e)	Social Semiotics	

SECTION A - K2 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
3.	Match the following	
a)	Class Conflict	- Psychoanalysis
b)	Sigmund Freud	- Marxism
c)	Semiotics	- Feminism
d)	Patriarchy	- Media Text
e)	Critical Analysis	- Signifier
4.	True or False	
a)	Histograms are primarily used for analyzing spatial relationships within an image.	
b)	The denotative meaning of a sign refers to literal interpretation.	
c)	Critical skills, such as critical thinking and analysis, are essential for deconstructing media text.	
d)	According to Marxism, the means of production are owned and controlled by the working class.	
e)	Color theory is not relevant to visual analysis techniques as it pertains more to art and design.	

SECTION B - K3 (CO2)

	Answer any TWO of the following (2 x 10 = 20)
5.	Describe the visual analysis techniques
6.	Differentiate between Denotation and Connotation.
7.	Write a note on Freud's Psychoanalysis.
8.	Explain about repression and desire.

SECTION C – K4 (CO3)	
	Answer any TWO of the following (2 x 10 = 20)
9.	Explain about Discourse Analysis in advertisements.
10.	Describe about Marxist approach to media text.
11.	Explain the ideas of Carl Jung's Archetypes.
12.	Define Laura Mulvey's theory
SECTION D – K5 (CO4)	
	Answer any ONE of the following (1 x 20 = 20)
13.	Explain the concept of semiotic analysis of a movie
14.	Write in detail about Paradigmatic and Syntagmatic analysis
SECTION E – K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
15.	List out the six perceptions of visual image.
16.	Explain about gender stereotypes in Indian Movies.
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