LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – **DIGITAL JOURNALISM**

THIRD SEMESTER – **NOVEMBER 2024**

UDJ 3502 – MEDIA ANALYSIS TECHNIQUES

Date: 12-11-2024   Dept. No.   Max. : 100 Marks
Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)		
	Answer ALL the Questions -	**(10 x 1 = 10)**
1.	**Match the following**	
a)	Saussure a) Simulacra	
b)	Barthes b) Gynocriticism	
c)	Levi-Strauss c) Signifier and Signified	
d)	Postmodernism d) Two-level Signification	
e)	Feminism e) Binary Oppositions	
2.	**True or False**	
a)	Barthes' two-level signification includes both denotation and connotation.	
b)	Marx's concept of alienation refers to the separation of workers from the products of their labor.	
c)	Vladmir Propp's narrative analysis focuses on binary oppositions within myths.	
d)	In Pierce's semiotics, an index directly resembles what it represents, like a photograph.	
e)	Levi-Strauss argued that narratives are structured around paradigms, known as mythemes.	
SECTION A - K2 (CO1)		
	Answer ALL the Questions	**(10 x 1 = 10)**
3.	**Fill in the blanks**	
a)	According to Freud, the part of the psyche that mediates between desires and social rules is the _____.	
b)	Lacan's concept of the _____ describes a child's development of self-awareness by recognizing themselves in a mirror.	
c)	_____ refers to a postmodern concept where meanings are interlinked through references to other texts or media.	
d)	Jung proposed the concept of the _____ _____ to explain the shared unconscious patterns across human cultures.	
e)	Todorov's narrative theory suggests that every story begins with a state of _____ which is disrupted and later restored.	
4.	**Answer the following**	
a)	Define Binary Opposition as used by Levi-Strauss.	
b)	Explain what Lacan's Mirror Stage represents.	
c)	Contrast between denotation and connotation.	
d)	Explain the concepts associated with postmodernism.	
e)	Define Sexual Objectification in feminist theory.	
SECTION B - K3 (CO2)		
Answer any TWO of the following		**(2 x 10 = 20)**
5.	Apply signifier and signified to analyze the meaning of a popular logo (e.g., Apple, Nike).	
6.	Identify and classify three objects from your daily life as icon, index, or symbol. Justify your classification based on semiotic framework.	

7.	Identify and explain the plot of a fairy tale or a popular movie using narrative equilibrium theory.
8.	Identify a character from any film or novel using concepts of the id, ego, and superego. Explain how these aspects drive the character's behavior.

SECTION C – K4 (CO3)

Answer any TWO of the following **(2 x 10 = 20)**

9.	Analyze the cultural significance of a national symbol (like a flag or anthem) through denotation and connotation.
10.	List an advertisement by identifying the binary oppositions present (e.g., youth vs. old age, urban vs. rural). Discuss how these oppositions influence consumer perception.
11.	Examine the concept of alienation and surplus value in the context of content creators on platforms like YouTube or Instagram.
12.	Analyze how pastiche, bricolage, or hyper reality is used in a recent music video, TV series, or movie.

SECTION D – K5 (CO4)

Answer any ONE of the following **(1 x 20 = 20)**

13.	Evaluate the relevance of Marx's theories of alienation and false consciousness in the context of the gig economy (e.g., food delivery workers, ride-sharing platforms).
14.	Assess the impact of postmodern concepts like hyperreality, simulacra, and intertextuality on today's media consumption.

SECTION E – K6 (CO5)

Answer any ONE of the following **(1 x 20 = 20)**

15.	Design an original semiotic framework to analyze digital communication (e.g., memes, emojis, GIFs).
16.	Create a new feminist framework to analyze films, focusing on gender roles, stereotypes, and empowerment.

@@@@@@@