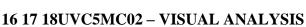
LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

FIFTH SEMESTER – **NOVEMBER 2024**





Date: 11-11-2024	Dept. No.	Max.: 100 Marks

Time: 09:00 am-12:00 pm

SECTION - A

Answer Any FOUR of the following

 $4 \times 10 = 40 \text{ Marks}$

- 1. Apply the six perspectives of the image and carry out an analysis on a photograph of your choice.
- 2. Discuss the concept of Alienation.
- 3. Elucidate on Pierce's semiotics with relevant examples from advertisements.
- 4. Illustrate the concept of the "gaze" and its role in film analysis.
- 5. What are the key ideas of postmodernism?
- 6. How do feminist theories explain gender representation in films?
- 7. Explain how critical discourse analysis is applied to visual texts.
- 8. Write a short note on Lacan's Mirror Stage.

SECTION - B

Answer Any THREE of the following

 $3 \times 20 = 60 \text{ Marks}$

- 9. Relate Freud's theory of Psyche to the character development of a protagonist in a film or TV show of your choice.
- 10. Critically analyse the Stages of Production as observed by Marx.
- 11. Brief about Althusser and explain his philosophy on Ideological Apparatuses.
- 12. Analyse how media constructs and perpetuates gender stereotypes with relevant case studies from contemporary visual media.
- 13. Discuss the concept of hegemony as presented by Gramsci and how it operates within media texts to shape public opinion.
- 14. Comment on the work of Sigmund Freud and Jacques Lacan particularly on Psychosexual Development.

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