



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034
B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION
FIFTH SEMESTER – NOVEMBER 2024
16 17 18UVC5MC02 – VISUAL ANALYSIS



Date: 11-11-2024
Time: 09:00 am-12:00 pm

Dept. No.

Max. : 100 Marks

SECTION – A

Answer Any FOUR of the following

4 x 10 = 40 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 x 20 = 60 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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