



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2024

UVC 5503 – VISUAL ANALYSIS



Date: 14-11-2024

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. Answer the following

a) Visual Text

b) Hegemony

c) Denotation

d) Gaze

e) Feminist approach

2. Fill in the blanks

a) _____ perspective is represented as symbolic language

b) _____ in control of capital has a strong control

c) Emojis used in social media is an example of _____

d) _____ was the founder of psychoanalysis

e) _____ is useful to study the culture of society

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

a) The historical perspective refers to what we see and read

b) Base refers to the material forces of production

c) Paradigmatic has same relationship with words

d) Psychoanalytic structures explains three types of personality characters

e) Postmodern approaches described the complexity of human understanding

4. Match the following

a) Technical Perspective - Desire for recognition

b) Ideological State Apparatuses - Focal Length

c) Social semiotics - Althusser Ideology

d) Lacan - Gender Perspective

e) Nerkonda Paarvai - Study of Text

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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| 5. | Marxist approach to media texts. Apply |
| 6. | Distinguish between Syntagmatic and paradigmatic analysis. |
| 7. | Construct your views on Psychoanalytic approach to media. |
| 8. | Build your ideas on gender perspective based in Tamil Cinema and their impact in society |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Distinguish six perceptions of visual Image. |
| 10. | Examine in detail about Althusser Ideology |
| 11. | Analyse the use of Visual Semiotics in Social Media |
| 12. | Examine the concept of repression in Psychoanalytic approach |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Explain in detail about Critical Discourse Analysis. |
| 14. | Evaluate about Sigmund Freud's psychoanalysis theory |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Evaluate the concepts of Marxist social Analysis in detail. |
| 16. | Explain in detail about Gender Perspectives in Movies. |

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