 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

SECOND SEMESTER – APRIL 2012

# VC 2802 - THEORIES OF VISUAL ANALYSIS

Date : 19-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

1. **Answer ALL the questions in about 50 words each: 10x2=20**
2. Ocular centrism
3. Visual pleasure
4. Dialectical materialism
5. False consciousness
6. Code
7. Metonymy
8. Oedipus complex
9. Ego
10. Radical feminism
11. Gaze

**PART – B**

1. **Answer any FIVE questions in about 200 words each: 5x8=40**
2. Explain the psychosexual stages of development.
3. Discuss on Visual Culture in postmodern society.
4. What is intertextuality? Explain with examples.
5. Elucidate on the role of history in Marxist theory.
6. Explain 'Castration complex and visual pleasure' in narrative cinema.
7. What is second-wave feminism?
8. Discuss the problems in representation of gay in media with reference to Richard Dyer.

**PART – C**

1. **Answer any TWO questions in about 400 words each: 2x20=40**
2. Explain the method of semiotic analysis of television commercials.
3. Discuss the connection between the human unconscious and mass media.
4. Critically analyze the role of media in ideological production.
5. Interpret television serials using contemporary feminist theory.

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