

S.No. 4042

16 SCCVC 5

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Visual Communication— Major

VISUAL ANALYSIS TECHNIQUES

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions

1. Verbal Signs.
2. Signifier.
3. Proconscious.
4. Ego.
5. Denotation.
6. Visual Analysis.
7. Commercials.
8. Anxiety.

9. Hegemony.
10. Materialism.

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b)

11. (a) What is Semiotic Analysis?

Or

- (b) Define : Metaphor.

12. (a) Who is Sigmund Freud?

Or

- (b) 'Dream is fulfilment of irrational wishes'—
Comment.

13. (a) Differentiate between connotation and
denotation. Give example.

Or

- (b) Write short note on semiotics.

14. (a) What is gender analysis?

Or

- (b) Discuss in detail about content analysis in
feminist research.

15. (a) Give examples for false and class
consciousness.

Or

- (b) Examine the characteristic of bourgeois
society.

PART C — (3 × 10 = 30)

Answer any THREE questions

16. Distinction between the synchronic and the
diachronic in detail.
17. Draft an essay on Freud's structural hypothesis
about mental functioning.
18. Briefly discuss about the various levels of
sociological analysis.
19. Is gender based advertising effective?—Argue.
20. Elaborate the base and superstructure in Marxist
cultural theory.