



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – APRIL 2022

UDJ 3502 – MEDIA ANALYSIS TECHNIQUES

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ALL the Questions

(10 x 2 = 20 Marks)

1. Define metaphor. Give an example.
2. Name two feminist theoreticians.
3. Describe participant observation.
4. Explain stereotypes.
5. Locate intertextuality as part of postmodernism.
6. State two concepts of psychoanalysis.
7. Define patriarchy.
8. Describe ethnomethodology.
9. Examine binary opposition.
10. Explain alienation.

SECTION – B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Distinguish any two techniques of media analysis.
12. Compare Roland Barthes' two levels of signification.
13. Explain three-act structure.
14. Write a note on Freud's concepts of psychoanalysis.
15. Discuss the mirror stage of development.
16. Illustrate any two concepts of postmodernism
17. Gender is a social construction. Evaluate.

SECTION – C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Analyse the contribution of Saussure and Peirce to semiotics.
19. Elaborate on Carl Jung's concept of archetype.
20. Summarize the basic ideas of Karl Marx.

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