

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



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

**SECOND SEMESTER – APRIL 2022**

**PVC 2504 – VISUAL METHODOLOGIES**

Date: 17-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Answer ALL the following questions in about 50 words**

**(10X2= 20 Marks)**

1. Montage
2. Class
3. Ego
4. Gender
5. Ideology
6. Mass
7. Stereotype
8. Subculture
9. Symbol
10. Gramsci

**PART – B**

**Answer any FIVE of the following questions in 200 words each**

**(5 X 8 = 40 Marks)**

- 11 "The connotations of an image or group of images are created in three locations: the production sites, the image itself, and the audience." – Describe
12. What exactly is a sign? Investigate what human signs might mean.
13. Explain the relationship between the base and the superstructure.
14. What are codes, exactly? What is the significance any cultural or behavioural rules that Tamil cinema adheres to?
15. Why are the ideas of the ruling class the ideas of the masses
16. Explain the representation of Class Struggle and Class Conflict in Films
17. How does hegemony affect society?

**PART- C**

**Answer any TWO of the following in about 500 words each**

**(2 X 20 = 40 Marks)**

18. What are the basic attributes of bourgeois heroes and heroines in Indian cinema? How are these heroes different from Marxist heroes?
19. Elucidate psychoanalytical perspective on Social networking.
20. How are identities negotiated in dialogues in Indian Cinema? Explain with relevant Case Study.
21. Humans are reduced to the level of an animal, working only for the purpose of filling a physical gap, producing under the compulsion of direct physical need.- Explain

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