

Date:

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**B.A. V ISUAL COMMUNICATION – II SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**VCOE 2 – Visual Analysis [Open Elective]**

**Time: 2 hours**

**Max Marks: 60**

**This question paper contains ONE printed page and *TWO parts*.**

***Please read the questions carefully.***

***Stick to the minimum and maximum word count for the answers.***

***Provide appropriate references and examples to support your answers.***

1. **Answer any THREE of the following (200 to 300 words each) [10 x 3 = 30]**
2. Principles of Visual Design
3. Two differences between ‘analysis’ and ‘interpretation’
4. Salient features of film
5. Mis-en-scene
6. **Answer any TWO questions (200 to 400 words each) [15 x 2 = 30]**
7. What is semiotics? How does it help with visual analysis? Explain with examples.
8. What according to Laura Mulvey is ‘male gaze’? Use two examples to support your explanation.
9. Why is it important to ‘read’ visuals? How does this impact meaningful mass communication? Substantiate using two examples.

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