****

Register Number:

DATE:

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

**BA VISUAL COMMUNICATION - VI SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022 (Supplementary)**

**VC 6215: Visual Aesthetics**

**Time – 2 ½ hrs Max Marks - 70**

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

1. **Answer any FOUR questions in 250 words each: (4 x 10 = 40)**
2. What is intertextuality? Explain the different approaches to use intertextuality.
3. Write a note on semiotics with the help of any one scholar’s contribution.
4. Explain the ethical perspective of visual analysis.
5. What is aesthetics? What are the parameters to analyse the aesthetics of an image?
6. Write a note on technical perspective and personal perspective of visual analysis.
7. What is rasa? What are the different rasas in Indian aesthetics?
8. **Answer any TWO questions in 500 words each: (2 x 15 = 30)**
9. Explain in detail the six perspectives of visual analysis.
10. What is Feminist Film Theory? Explain.
11. Look at the image below. This was captured by Sabatiao Salgado, Brazilian Photojournalist. Keeping in mind the nature of photojournalism as a profession, explain this image.

\*\*\*\*\*\*

VC 6215\_A\_22