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Register Number:

DATE:

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

**END SEMESTER EXAMINATION: JULY 2022**

**B.VOC. VISUAL MEDIA AND FILMMAKING: IV SEMESTER**

VOF 4219: Reading Images

Time - 2 ½ hrs Max Marks - 70

**This paper contains TWO printed pages and THREE parts**

1. **Write short notes on any FIVE of the following in 100 words each. (5X6=30)**

1. Signs

2. *Ways of seeing*

3. Realists vs constructivists

4. Syntagm vs paradigm

5. Myth

6. False consciousness

1. **Answer any TWO of the following in 300 words each. (2X10=20)**

7. What is Plato’s allegory of the cave? How can it be a metaphor for our consumption of media images?

8. Intertextuality refers to the interdependence of texts in relation to one another as well as to the culture at large. Explain the aforementioned statement by explaining the various forms of intertextualities with suitable examples.

9. What is rhetoric? How does the news media create it?

1. **Answer any ONE of the following in 450 words. (1X20=20)**

10. Attempt a feminist analysis of any recent TV show or film you have watched.

11. Attempt a semiotic analysis of the following ad by Fairlife, a milk company owned by Coca cola. Explain the signifier, signified, type of sign, the denotative and connotative meaning, and justify your interpretation.

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