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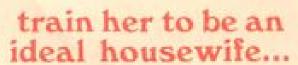
ST. JOSEPH'S COLLEGE (AUTONOMOUS), BENGALURU – 27 B.A. (Visual Communication)– I SEMESTER SEMESTER EXAMINATION – OCTOBER 2019 VC 1218 - THEORIES OF VISUAL COMMUNICATION

Time: 2 ½ Hrs Maximum Marks:70

This question paper has TWO printed pages and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

- I. Write short notes on any FIVE of the following using relevant examples in 250 300 words $(5 \times 10 = 50)$
 - 1. Gestalt Theory
 - 2. Ideology and propoganda.
 - 3. Visual literacy.
 - 4. Sensory coding
 - 5. Cognitive Dissonance
 - 6. Genre
 - 7. Six theories of visual communication
- II. Answer the following in about 450 500 words $(1 \times 20 = 20)$
 - 8. Using a critical lens, describe, respond and analyze the picture below.





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