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Register Number:

DATE:

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

**END SEMESTER EXAMINATION: JULY 2022**

**B.VOC. DIGITAL MEDIA AND ANIMATION: IV SEMESTER**

VOA 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. Plato’s allegory of the cave

2. Barthes’ levels of interpretation

3. Signs

4. Aristotle’s rhetoric

5. Memes

6. Ideology

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

7. Representation is the process by which reality becomes a sign. Explain the aforementioned statement and discuss the importance of representations with suitable examples.

8. What are the four approaches to feminist analysis? Cite suitable examples.

9. When you create a work of art, literature, or film, you are inevitably influenced by everything that you’ve seen or read up to that point. Do you agree? Explain by analysing the two types of intertextualities and provide suitable examples.

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

10. Attempt a Marxist analysis for any recent film or TV show you have watched.

11. Attempt a semiotic analysis of the following ad. Explain the signifier, signified, type of sign, the denotative and connotative meaning, and justify your interpretation.

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Text: The new skinny can

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