**St Joseph’s College (Autonomous)**

**BA. Visual Communication – VI Semester**

**End Semester Examination**

**VC 6220 – Visual Aesthetics**

**Time: 2 ½ Max. Marks: 70**

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

1. **Answer any FOUR questions in about 200 words each: (4 x 10)**
2. Elucidate appropriate reflections on the phrase ‘Art for art’s sake’. How do these notions contribute to the advantages of artists?
3. What is creativity and rasa as evolved from the readings of Indian aesthetics? Explain.
4. Look at the following images (a) and (b) and derive your assumptions about various stylized visual representations associated with its times.
5. **(b)**

  

1. What is philosophy? What are its branches?
2. What is a photograph composed of and how are those compositions valued as a rhetoric of the image?
3. How does male gaze in visual medium contribute to the objectification and alienation of women?

**II. Answer any TWO of the following in about 350 to 400 words each: (2 x 15)**

1. Give a detailed view of Walt Disney’s evolution in the art and entertainment market.
2. How does Ruchi Ravi Shewade establish that item songs in Hindi mainstream cinema have marginalised women? Summarise the arguments in her article.
3. Discuss the six perspectives of visual analysis with reference to a known photograph OR film OR artwork.
4. What is intertextuality? What are its types? Discuss the probable advantages of intertextuality in visual representations.

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