**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session

**B.VOC. DIGITAL MEDIA AND ANIMATION - 4th SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May / June 2024)**

**VOA4223/4221** **– READING IMAGES**

**(For regular and supplementary students)**

**Time: 2 Hours Max Marks: 60**

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

**PART-A**

**Write short notes on any FIVE of the following about 100 words each. (5x5=25)**

1. Sign
2. Denotation and connotation
3. Intertextuality
4. Aristotle’s rhetoric
5. Syntagm
6. Memes
7. Myth

**PART-B**

**Answer any TWO in about 200 words each. (2x10=20)**

1. Discuss the ides presented in *Ways of seeing* (1972) in the context of visual communication.
2. Explore the concept of syntagmatic and paradigmatic relationships in the context of film. How do filmmakers use these concepts to convey meaning?
3. Analyse the gender representation in recent Bollywood films.

**PART-C**

**Answer any ONE of the following in about 300 words. (1x15 =15)**

1. Attempt a semiotic analysis of the following image and justify your interpretation.

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1. What is Marxist analysis? Attempt a Marxist analysis of any film or TV show you recently watched.