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

Registration Number:

Date & Session

**B.VOC. VISUAL MEDIA AND FILMMAKING – 4th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

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

**VOF 4223/VOF 4222: READING IMAGES**

**(For current and supplementary students)**

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

**This paper contains ONE printed page and THREE parts**

**PART-A**

**Explain any FIVE of the following topics in about 150 words each.          (5X5 = 25)**

1. Connotation
2. Plato’s allegory of prisoners in a cave
3. Myth
4. Visual coding
5. Semiotics
6. Aristotle’s rhetoric
7. Ideology

**PART-B**

**Answer any TWO of the following questions in about 200 words each. (2X10=20)**

1. Explain in brief Peirce’s and Saussure’s model of the sign.
2. Explain the difference between syntagm and paradigm. How do they help in the construction of meaning?
3. What is intertextuality? Explain the four forms of intertextuality with suitable examples.

**PART-C**

**Answer any ONE of the following questions in about 300 words. (1X15=15)**

1. How are representations in the media powerful in terms of influencing ideas and attitudes? Cite suitable examples to substantiate your arguments.
2. Explain Laura Mulvey’s theory of the male gaze. Cite suitable examples.