

Register No:

Date:

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 x 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 x 20 = 20)

8. Using a critical lens, describe, respond and analyze the picture below.

train her to be an
ideal housewife...



buy her an
USHA
sewing machine

Yes, only you can transform her into a capable, economical housewife ... a precious asset to her home and family.

Teach her young. Buy her an USHA Sewing Machine. Then share with her the joy of fashioning clothes and furnishings in varied patterns, designs, styles. From baby curtains and upholstery to elegant teenage outfits and delicately-embroidered kiddies' frocks -- an USHA Sewing Machine can handle anything!

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