



Register Number:

DATE:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
BA VISUAL COMMUNICATION - I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
VC 1218: THEORIES OF VISUAL COMMUNICATION

Time – 2 ½ hrs

Max Marks - 70

This paper contains ONE printed pages and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Answer any FIVE of the following using relevant examples in 250-300 words. (5x10=50)

1. What according to you is visual literacy? How important is it to be visually literate in today's media saturated world?
2. How do sense and perception function in cognition?
3. What is Cognitive Dissonance?
4. What are the three types of signs? Describe using examples.
5. Define and explain Intertextuality.
6. Define Stereotypes with examples.
7. Comment on Ideology and advertising.
8. Describe the six theories of visual communication.

II. Answer the following in about 450 - 500 words (1x20=20)

9. Using a critical lens, describe, respond and analyze the picture below. The picture shows Indian military men surging ahead with weapons drawn. The headline reads 'Surigical strikes' with the letters URI bolded. Below, the brand name Amul is listed with a slogan.

