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Register Number:

DATE: 13-4-19

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BACHELOR OF VISUAL COMMUNICATION– VI SEMESTER**

**END SEMESTER EXAMINATION: APRIL 2019**

VC 6217: Visual Aesthetics

Time – 2 1/2 hrs Max Marks-70

**This paper contains two printed pages and three parts**

1. **Answer any FIVE of the following question in 100 words. (5X5 = 25 marks)**

Write a short note

1. Any 2 rasas

2. False Consciousness

3. Visual Literacy

4. Cult Value & Exhibition Value

5. Counter Memory

6. Mirror Stage

1. **Answer any THREE of the following question in 300 words. (3X10 = 30 marks)**

7. How are Indian and western aesthetics different from each other?

8. Plato understands ‘beauty as the object of love’- Discuss this statement through the various philosophical conceptions of beauty.

10. The uniqueness of a work of art is inseparable from it being imbedded in

the fabric of tradition. Discuss

11. Discuss the two phases of Cubism with examples.

1. **Answer any ONE of the following question. (1X15 = 15 marks)**

12. The stability of photographs can limit the flexibility with which we reinterpret our past.   
– Comment with appropriate examples.

13. In a world ordered by sexual imbalance, pleasure in looking has been split between active/male and passive/female.

-Comment

**VC-6217-B-19**