



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

COURSE CODE : BVC 2429

COURSE NAME : VISUAL ANALYSIS

MARKS : 75

SECTION A

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS:

5 X 15 = 75 MARKS

1. Write a detail note on semiotic approaches on daily life.
2. Elucidate about consumerism and Capitalism.
3. What is Hegemony and Grid group analysis.
4. What is Alienation Theory and its effects in consumers?
5. Discuss about Psychoanalytic criticism.
6. Explain about the Stereotypes and its role in media.
7. Explain about the impact of social media among youngsters in contemporary era.