****

Register Number:

DATE:

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

**BA VISUAL COMMUNICATION - IV SEMESTER**

**SUPPLEMENTARY**

**END SEMESTER EXAMINATION: JULY 2022**

**VC OE 4118: Reading Images**

Time – 1 ½ hrs Max Marks - 35

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

1. **Write short notes on any FOUR of the following in 150 words each (4 x 5 = 20)**
2. Memes
3. Denotation and Connotation
4. Myth
5. Semiotics
6. Signs
7. intertextuality
8. **Answer any ONE of the following in 300 to 350 words ( 1 x 15 = 15)**
9. Explain the Saussurean model of signs.
10. With the help of an illustration, explain visual puns.

**VCOE 4118\_22**