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

**B.VOC. VISUAL MEDIA AND FILMMAKING/**

**DIGITAL MEDIA AND ANIMATION – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**VOF 4222/VOA 4222 – READING IMAGES**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and TWO parts**

1. **Answer any THREE of the following in 250 words each. (3X10=30)**

1. When writers borrow from previous texts, their work acquires new layers of meaning. Explain the aforementioned statement. Distinguish between direct and indirect intertextuality with suitable examples.

2. Representations are powerful in terms of influencing ideas and attitudes. Do you agree? Discuss this statement in the context of Stuart Hall’s representation theory. Cite suitable examples.

3. Distinguish between ethos, pathos, and logos with suitable examples.

4. What is male gaze? Why is it important for us to examine male gaze and feminist perspectives in the media?

1. **Answer any TWO of the following in 350 words each. (2X15=30)**

5. Cultural artifacts like films, animations, and literature can be analyzed by examining the social and material conditions in which they were produced. Discuss the statement with the help of a film/animation you have watched.

6. It is difficult for news, in any form, to be a true reflection of reality. Discuss this statement by explaining the rhetorical techniques that are used in the construction of news stories.

7. Attempt a semiotic analysis of the following ad by MTR Foods for MTR breakfast mixes. Explain the signifier, signified, type of sign, the denotative and connotative meaning, and justify your interpretation.

