

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019 - 2020 & thereafter)

SUBJECT CODE: 19FA/PC/VC44

M.A. DEGREE EXAMINATION – APRIL 2023
BRANCH X – HISTORY OF FINE ARTS
FOURTH SEMESTER

COURSE : CORE

PAPER : VISUAL CULTURE

TIME : 3 HOURS

MAX. MARKS: 100

SECTION - A

ANSWER ANY FOUR OF THE FOLLOWING:

(4 x 10 = 40)

1. Explain the significance of signs with one suitable example.
2. Define semiotics and clarify that multiple meanings are influenced according to the context in which art is created and viewed. Elaborate using Velasquez's 'Las Meninas'.
3. Using one example justify that appropriation can create a new meaning to existing artwork.
4. Elucidate how image reproduction can impact the masses while conveying issues related to politics.
5. The concept of consumer choice is central to capitalist consumer cultures. Using an appropriate advertisement explicate how this is achieved.
6. With one appropriate example, explain the power of psychoanalysis in art.

SECTION - B

ANSWER ANY THREE OF THE FOLLOWING:

(3 x 20 = 60)

7. Using appropriate examples explain how the general understanding that photographs validate events can be negated.
8. Justify that commodity fetishism is inevitable in a consumerist society.
9. Explain the perception of gender construct in relation to culture and society using two examples from Indian art.
10. Using two examples discuss how representation can dictate gaze.
