

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

M.A. DEGREE EXAMINATION – APRIL 2024
BRANCH X – HISTORY OF FINE ARTS
FOURTH SEMESTER

COURSE : CORE
PAPER : VISUAL CULTURE
SUBJECT CODE : 19FA/PC/VC44
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION - A

ANSWER ANY FOUR OF THE FOLLOWING: (4 x 10 = 40)

1. Discuss the term Appropriation using a relevant example.
2. Explain the myth of photographic truth with the aid of a theory.
3. Use an appropriate example to consider how multiple meanings can be socially and culturally expressed with reference to semiotics.
4. Explain the theory of mechanical reproduction of photographs using Ravi Varma's oleographs as an example.
5. Use an example to comment on the role of advertising in promoting sales as suggested by John Berger.
6. Define the term Consumer Fetish and explain its meaning using a relevant advertisement.

SECTION - B

ANSWER ANY THREE OF THE FOLLOWING: (3 x 20 = 60)

7. With two examples analyse the influence of psychoanalysis in art.
8. Visual culture works towards a social theory of visuality. Justify using two examples.
9. The concept of Representation is critical to understating artworks in an increasingly visual world. Discuss.
10. Using two examples elucidate upon the notions of gender construct in relation to society.
