

VCD.27032023...SYFTNMP BASICS OF VISUAL COMMUNICATION/ FILM
AESTHETICS SEM-IV
60 MARKS 2:00 HRS.

- All questions are compulsory
- Figures to right indicate full marks

15 marks

Q1) Explain in detail the difference between traditional aesthetics and media aesthetics

15 marks

Q2) Critically evaluate the concept of semiotics in visual communication

OR

7 & 8 marks

Q2.a) Write a detailed note on symbolic action.

Q2.b) Write a detailed note on visual rhetoric.

15 marks

Q3) What is the relationship between thinking and feeling in understanding perception theory

OR

7 & 8 marks

Q3.a) Write a detailed note on realism.

Q3.b) Explain the concept of cultural studies in understanding media aesthetics

Q4) ATTEMPT ANY 3 OUT OF 5

1. Layering.
2. Aesthetics.
3. Art and design.
4. Narrative logic.
5. Reception theory.

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