

Q.P. Code : 29222

E 3 JUN 2019

Second Semester B.V.A. Degree Examination, May/June 2019

(CBCS Scheme)

Foundation Studies

INTRODUCTION TO VISUAL CULTURE

Time : 3 Hours]



Instructions to Candidates :

1. Answers **ALL** questions.
2. Provide ample examples.

SECTION - A

- I. Fill in the blanks : (10 × 1 = 10)
  1. The shift to \_\_\_\_\_ photography and the emergence of social media has changed how photographs are taken, stored, curated and circulated.  
(analogue / digital / monochrome)
  2. The 'Horse in motion' photograph by \_\_\_\_\_ changed the direction of still images.  
(Edward Muybridge / Nicephore Niepce / Louis Daguerre)
  3. The coming of \_\_\_\_\_ media enabled anyone to become media producers as well as consumers.  
(mass / entertainment / print)
  4. The invention of \_\_\_\_\_ is the 1890's adds new dimension of 'time and movement' to visuals.  
(aircraft / cinema / railways)
  5. Guernica, 1937 oil on canvas was the work of \_\_\_\_\_  
(Pablo Picasso / John Berger / Moby Dick)
  6. \_\_\_\_\_ is everything that is seen, produced to be seen and understood.  
(Pop culture / Social culture / Visual culture)

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7. 'Galaxy of Musicians' is a painting by \_\_\_\_\_  
(M.F. Hussain / Nandalal Bose / Raja Ravi Verma)
8. \_\_\_\_\_ is termed as the art of masses.  
(Modern art / Classical art / Kitsch)
9. \_\_\_\_\_ meaning of the image refers to its literal descriptive meaning.  
(Denotative / Connotative / Undertone)
10. The study of visual culture includes forms from  
(photography / video / both)

II. Match the following :

(5 × 1 = 5)

- |                              |                   |
|------------------------------|-------------------|
| 11. Advertising              | (a) Documentation |
| 12. Cinema                   | (b) Art history   |
| 13. Explore underlying ideas | (c) Mass media    |
| 14. Photography              | (d) Ideology      |
| 15. Unfolding story of Art   | (e) Propaganda    |

III. Say 'True' or 'False' :

(5 × 1 = 5)

16. Portrait is a picture / scene of a geographical location.
17. Rigorous analysis of the content of a visual text can reveal unexpected meanings from the text itself.
18. 'Ways of seeing' by John Berger is a critical writing.
19. Every art work has a 'form' and a 'content'.
20. Leonardo, Michelangelo and Raphael were artists of the European 'Dark ages'.

SECTION - B

IV. Answer any **FOUR** :

(4 × 5 = 20)

21. Write an essay about the influence of Raja Ravi Varma's works on Indian Art and Culture.
22. 'Images influence our thinking'. Explain.



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23. Visual and text communication plays an important role in visual culture. Justify.
24. What is Iconography?
25. What is the impact of print media in our daily lives?
26. What is visual culture?

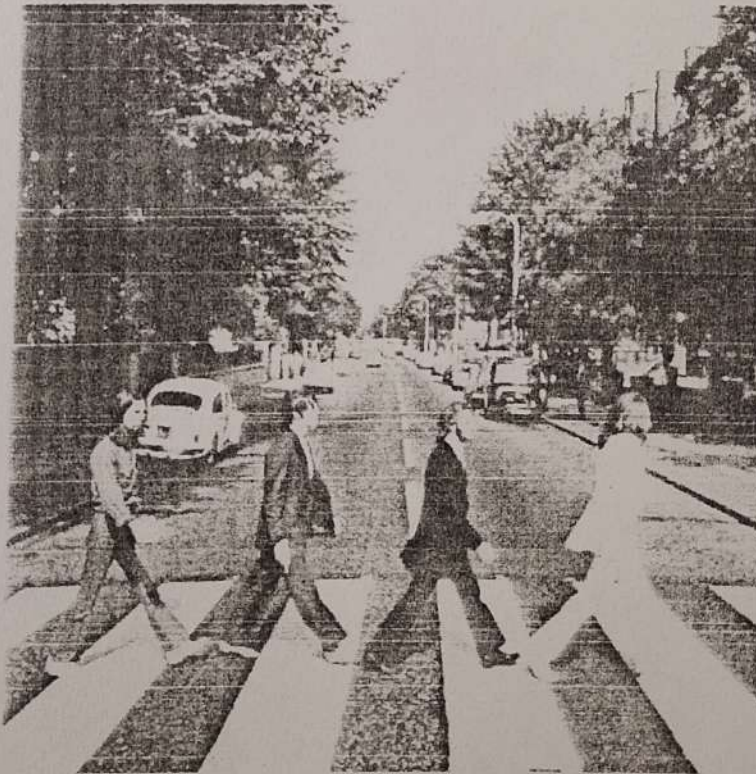
SECTION - C

- V. Answer any **TWO** : (2 × 10 = 20)
27. Write an essay about how photography and cinema has reshaped your visualization and thinking. Give ample example.
  28. What are different medias of visual culture?
  29. Write a note on Panofsky's 3 levels of meanings. Give ample examples.

SECTION - D

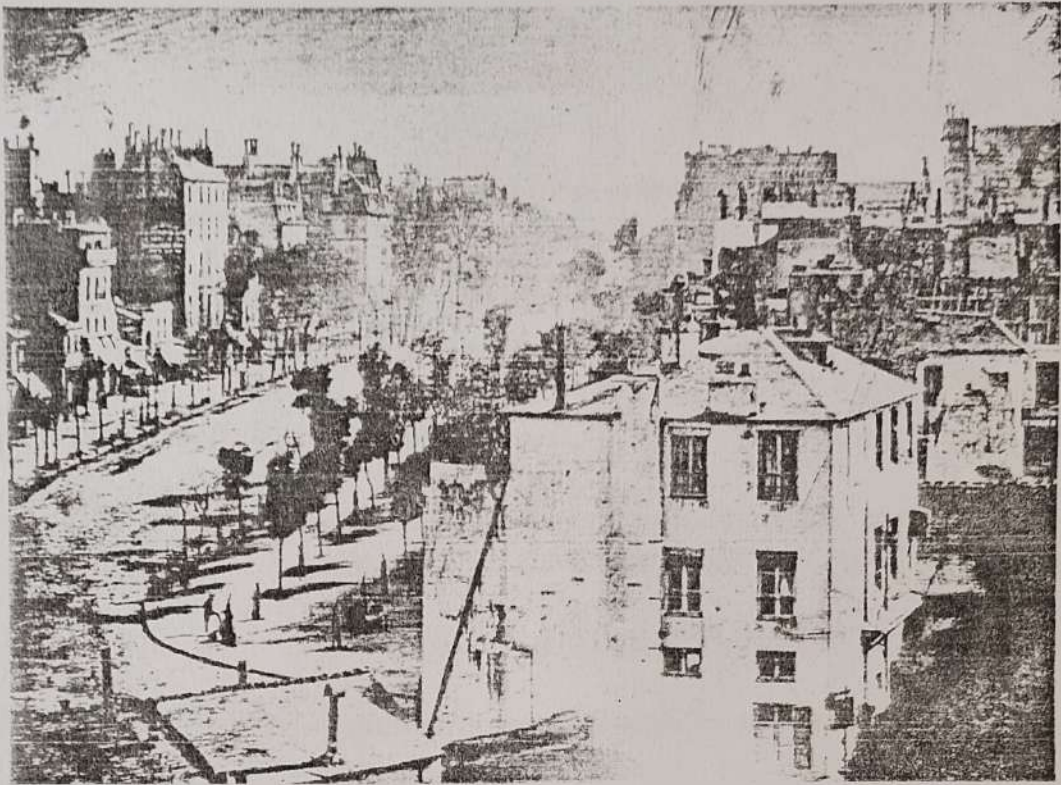
- VI. Write a short note on any **TWO** images provided : (2 × 5 = 10)

30. (a)



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(b)



(c)

