

Enrolment Number										
------------------	--	--	--	--	--	--	--	--	--	--

Total No. of printed pages = 03

Monsoon, 2023
PG Semester Examinations
VISUAL CULTURE AND NARRATIVES
Course Code: MSO23540T

Full Marks – 50

Time –2 hours

The figure in the margin indicates full marks for the questions.

Answer ALL questions
(10 x 1 mark = 10 marks)

1. i. Which method involves a systematic examination of visual content to understand societal phenomena?
 - A) Visual Ethnography
 - B) Content Analysis
 - C) Semiotics
 - D) Visual Culture
- ii. The study of signs and symbols and their interpretation within a cultural context is known as:
 - A) Visual Anthropology
 - B) Visual Culture
 - C) Semiotics
 - D) Visual Sociology
- iii. What does Visual Ethnography primarily focus on?
 - A) Analysis of visual content in films
 - B) Understanding cultural practices through visuals
 - C) The representation of society in photographs
 - D) Content analysis of popular culture visuals
- iv. Which of the following is NOT a form of visual media used for representation in society?
 - A) Films
 - B) Artifacts
 - C) Documents
 - D) Literature

- v. Visual culture is closely associated with:
- A) Traditional sociology only
 - B) Cultural anthropology only
 - C) The understanding of society through visual representation
 - D) Art history exclusively
- vi. What is the primary focus of Content Analysis in visual studies?
- A) Interpretation of visual symbols
 - B) Examination of the content within visuals
 - C) Ethnographic observation
 - D) Semiotic analysis
- vii. Who is credited with initiating the field of Semiotics?
- A) Ferdinand de Saussure
 - B) Michel Foucault
 - C) Roland Barthes
 - D) Jacques Derrida
- viii. Which method involves the study of cultural signs and their meanings?
- A) Content Analysis
 - B) Visual Ethnography
 - C) Semiotics
 - D) Visual Culture
- ix. Visual Methods in Research involve the utilization of various visual mediums EXCEPT:
- A) Photographs
 - B) Documentaries
 - C) Audio recordings
 - D) Videos
- x. Which of the following represents an example of Popular Culture?
- A) A famous TikTok dance challenge
 - B) A renowned Renaissance painting
 - C) An ancient sculpture from Mesopotamia
 - D) A classic novel from the 19th century

Answer ANY TWO questions
(2 x 5 marks = 10 marks)
(Word limit- 200 – 250 words)

2. Define Visual Culture and explain its significance in understanding societal structures. (2+3)
3. How does Semiotics contribute to the interpretation of visual elements in society?
4. Compare and contrast Content Analysis and Visual Ethnography in the context of studying visual media.
5. Describe the nature and scope of visual sociology.

Answer ANY THREE questions

(3 x 10 marks = 30 marks)

(Word limit- 450 - 500 words)

6. Analyze the impact of visual media on shaping cultural identity, providing examples from film, photography, or other visual forms.
7. Explore the ethical considerations involved in conducting Visual Ethnography as a research method.
8. Discuss the role of photography in representing cultural narratives and discuss its three kinds as given by Howard Becker.
9. Explain how visual representations in popular culture impact societal perceptions and behaviour.
10. Evaluate the challenges and advantages of using visual methods in social research, citing specific examples from your understanding.