

6. State a brief note on identity and identity politics through the lens of visual culture. 14

#### UNIT-IV

7. The representation of women body in the esthetics of nudity is a cultural taboo- Explain with suitable examples. 14
8. What is Soap culture? Explain the socio-economic and cultural impacts of soap culture in society. 4+10=14

#### UNIT-V

9. Women body as a commodified object— Discuss in the notions of visual culture. 14
10. Write a note on any two of the following :7x2=14
- (i) Visual Merchandising
  - (ii) Popular culture
  - (iii) Colonialism
  - (iv) Video Art

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## PG Odd Semester Examination, 2022

### VISUAL ARTS

(3rd Semester)

Course No.: MVPC/MVSC-301  
(Visual Culture)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.  
Answer any one question from each unit.*

#### UNIT-I

1. Write an essay on visual culture with examples. 14
2. State a brief discussion on the Rhetoric of the image by Roland Barthes. 14

#### UNIT-II

3. Discuss the origin and diffusion of folk and popular culture. 14
4. Visual culture is an important phenomenon in the 'New Media' art of 20th century contemporary visual art— Discuss. 14

#### UNIT-III

5. Write about the representation of women body in the contemporary advertisement through the critique of visual culture. 14