

**Jadavpur University**  
BA Examination, 2024  
3<sup>rd</sup> year, 2<sup>nd</sup> Semester  
Department of Sociology

**VISUAL CULTURE**

Time: Two Hours

Full Marks: 30

Answer *either* in English *or* in Bengali.

**Module 1**

1. A. Point out the significance of visuals for understanding today's world. Discuss the primary attributes of visuals. (CO1)4+6=10

Or

- B. How do you understand your city through the lens of following visual item:(CO2) 10



2. Interpret the following visual using either scientific mode or phenomenological mode:  
(CO 3)



## Module 2

1.A. Write a note on the slow incorporation of visual sociology in the mainstream. (CO4) 10

Or.

B. What is participatory visual method? Discuss photo-elicitation interviews. (CO 5) 5+5=10

2. Examine the visual culture of Bengal using semiotic and/or discursive analysis of any one of the two images given below: (CO6)5



