

## SEC-02

### Visual Sociology

1. Which concept in visual sociology emphasizes the idea that images have the power to shape perceptions and influence social reality?

- a) Visual framing
- b) Iconography
- c) Semiotics
- d) Visual literacy

2. What is the term for the process of individuals interpreting and assigning meaning to visual images?

- a) Visual framing
- b) Visual culture
- c) Visual literacy
- d) Visual representation

3. Which theory suggests that images can perpetuate existing power structures and societal norms?

- a) Visual activism
- b) Feminist visual theory
- c) Symbolic interactionism
- d) Visual representation theory

4. What does the term "visual rhetoric" refer to in visual sociology?

- a) The persuasive power of images
- b) The technical aspects of photography
- c) Artistic expression in visual media
- d) Visual literacy education

5. Which sociological concept is related to the idea that people use visual markers to define their social identity?

- a) Social constructionism
- b) Symbolic interactionism
- c) Structural functionalism
- d) Conflict theory

6. What is the primary focus of "photo elicitation" in visual sociology research?

- a) Capturing spontaneous moments
- b) Using images to stimulate participant discussion
- c) Conducting surveys through photographs
- d) Photojournalism

7. Which term refers to the practice of altering images through techniques like cropping or retouching for specific purposes?

- a) Visual framing
- b) Photomanipulation
- c) Iconography
- d) Ethnographic photography

8. What role does the concept of "the gaze" play in visual sociology?

- a) It refers to the physical act of looking at images.
- b) It explores how individuals perceive and interpret visual stimuli.
- c) It's a technique used in photography.
- d) It's unrelated to the study of visual culture.

9. According to John Berger, what is the impact of reproducing a painting in a book or on television?

- a) It enhances the viewer's experience
- b) It diminishes the aura and original context of the artwork
- c) It has no effect on the perception of the artwork
- d) It makes the artwork more exclusive

10. In "Ways of Seeing," John Berger discusses the concept of "mystification" in relation to art. What does he mean by mystification?

- a) A form of religious interpretation of art
- b) The intentional obscuring or mystifying of art by artists
- c) The magical quality of certain artworks
- d) The transformation of everyday objects into art