Register Number:

DATE: 07-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**UG-IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

 VC OE 4116: Reading Images

Time - 1 ½ hrs Max Marks-35

**This paper contains TWO printed page and TWO parts­­­**

1. **Answer any FIVE of the following question in 100 words. (3X5 = 15 marks)**
2. Define any two of the following:
3. Auteur Theory
4. Metaphor and Metonymy
5. Synchronic and Diachronic Analysis

2. Define natural, conventional signs and interpretative component with appropriate examples.

3. Discuss three general principles of semiotics as discussed by Charles S Peirce.

4. Define Paradigms and Syntagms with appropriate examples.

5. Define the process of semiosis with diagramatic representation and examples.

6. Define Qualisign, Sinsign and Legisign with examples.

1. **Answer any TWO of the following question in 300 words. (2X10 = 20 marks)**

7. Language is a construction of the physical, physiological, mental, individual and the social. Discuss with examples

8. In recent years a new trend of advertisement started of products through social campaigning. Critically analyze the advertisement through Saussure’s concept of semiotics.

9. Do a semiotic analysis of the print ad below through Peirce’s understanding of signs.

VCOE 4116-A-17

10. Use a feminist lens to critically analyze the print ad above.