Register Number:

DATE:

**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 ONE printed page and TWO parts**

1. **Answer any FIVE of the following question in 100 words each. (3X5 = 15)**

1. Define semiotics and explain how semiotics is classified with a diagram.

2. Discuss semiotics as defined by Aristotle and St. Augustine with appropriate examples.

3. Discuss Hjelmslev’s concept of language and speech in semiotics.

4. What is sign as defined by Charles S. Peirce? Discuss the three principles by Peirce.

5. Define denotative and connotative with appropriate examples.

6. Define any two of the following with examples:

1. Intertextuality
2. Qualisign,Sinsign and Legisign
3. Syntax, Sematics and Pragmatics
4. **Answer any TWO of the following question in 300 words each. (2X10 = 20)**

7. “Meaning arises from the differences in signifiers”. Elaborate with appropriate examples.

8. How does Althusser understand semiotics within in the Marxian approach.

9.Choose a dominant symbol in India which is used to define nationalism in advertisements. Discuss the syntagmatic and paradigmatic relationship of it.

10. “Language is a social institution and a system of values”. Discuss and elaborate with an example.

VCOE 4116-A-17