**Reg. No. \_\_\_\_\_\_\_\_**

**Karunya University**

**(Karunya Institute of Technology and Sciences)**

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec – 2016**

**Subject Title: Semiotics and Rhetorics Time : 3 hours**

**Subject Code: 15VC3005 Maximum Marks: 100**

**Answer ALL questions (5 x 20 = 100 Marks)**

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| Qn .  No | Question | Marks |
|  | **Compulsory**: |  |
| 1. a. | Explain the relationship between Signifier-Signified and Significant with examples. | 10 |
| b. | Distinguish between denotation and connotation with suitable examples. | 10 |
| 1. a. | What is Pierce’s contribution to Semiotics? | 10 |
| b. | "A picture is worth a thousand words". Discuss. | 10 |
|  | OR |  |
| 1. a. | State the importance of language to decipher semiotics. | 10 |
| b. | Do a semiotic analysis of a cool drink advertisement .e.g (Coke) | 10 |
| 1. a. | Analyze the Odessa steps encounter of Battleship Potemkin. | 10 |
| b. | Discuss the cinematic elements of Citizen Kane. | 10 |
|  | OR |  |
| 1. a. | Discuss the importance of Target Audience for any advertisement. | 10 |
| b. | Trace the evolution of audiences from a media theory perspective. | 10 |
| 1. a. | Explain Visual Rhetoric with examples. | 10 |
| b. | Demonstrate the utilization of Pathos or emotions in advertisements. | 10 |
|  | OR |  |
| 1. a. | Explain the concept of Ethos and Logos with examples. | 10 |
| b. | Discuss the difference between icon, index and symbol with examples. | 10 |
| 1. a. | How is colour associated with culture? Discuss with examples. | 10 |
| b. | Discuss earlier forms of pictorial writing. | 10 |
|  | OR |  |
| 1. a. | Analyse Boost Advertisement featuring M.S.Dhoni. Explain the connotative and denotative elements. | 10 |
| b. | Write an advertisement on environmental protection with school children as target audience. | 10 |