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

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **15VC3005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SEMIOTICS AND RHETORICS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss on visual signs in semiotics in the aspects of mental imagery, color, visual representation, maps and visual arts. | CO1 | 16 |
| b. | Write a note on enthymeme and syllogism. | CO3 | 4 |
| (OR) | | | | |
| 2. |  | Explain on body signs in semiotics in the aspects of nonverbal actions, signals, facial expression, eye contact, body language, touch, gesture and dancing. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Elaborate on the elements of theatrical communication, systems and codes, theatrical competence: frame, convention and the role of the audience. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Elucidate on the foundation signs in the theatre – prague structuralism and typologies of the sign. | CO1 | 20 |
|  |  |  |  |  |
| 5. | a. | Write in detail on the rhetoric of visual arguments. | CO3 | 15 |
| b. | Brief on semiotics and poetics? | CO2 | 5 |
| (OR) | | | | |
| 6. | a. | Explain the psychology of rhetorical images in detail. | CO3 | 10 |
| b. | Detail on the dimensions of semiotic analysis. | CO2 | 10 |
|  |  |  |  |  |
| 7. |  | Write notes on dramatic logic – the construction of the dramatic world in terms of action, time, persona and the dramatic model. | CO2 | 20 |
| (OR) | | | | |
| 8. | a. | Discuss the two major sources of cohesion in multimodal texts and communicative events. | CO3 | 10 |
| b. | Detail about the dimensions of semiotic analysis. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the rhetoric of visual arguments in detail and psychology of rhetorical images. | CO3 | 12 |
| b. | Discuss various semiotic principles and conceptual metaphor theory. | CO1 | 8 |