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



**End Semester Examination – Nov / Dec – 2019**

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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. |  | Compare semiotics with rhetorics. Discuss in detail the significance of language and metaphor in semiotics. | CO2 | 20 |
| **(OR)** | | | | |
| 2. |  | Outline on the different body signs in semiotics based on non-verbal actions such as signals, facial expression, eye contact, body language, touch, gesture and dancing. | CO2 | 20 |
|  |  |  |  |  |
| 3. | a. | Explain the dimensions of semiotic analysis in detail. | CO3 | 15 |
| b. | Interpret Multimodal Cohesion in semiotics. | CO1 | 5 |
| **(OR)** | | | | |
| 4. | a. | Express the various principles of semiotics in detail. | CO2 | 15 |
| b. | Inspect on semiotics and poetics. | CO3 | 5 |
|  |  |  |  |  |
| 5. |  | Elaborate on the various signs in the theatre, structuralism and typologies of the sign. | CO1 | 20 |
| **(OR)** | | | | |
| 6. |  | Express in detail on dramatic logic- the construction of the dramatic world in terms of action, time and persona. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Outline on framing the fine arts through rhetoric and framing the study of visual rhetoric. | CO2 | 20 |
| **(OR)** | | | | |
| 8. | a. | Explain semiosis, representation and interpretation in detail. | CO2 | 10 |
| b. | Spell the significance of defining film rhetoric. | CO1 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Compare and contrast syllogism and enthymeme in rhetorics. | CO2 | 4 |
| b. | Elaborate on the psychology of Rhetorical Images and Visual Arguments with examples. | CO3 | 16 |