PART - A

I. Answer ALL the questions 10x2=20

1. Scopic regime
2. Ideology
3. Signifier
4. Content analysis
5. Synecdochal
6. Superego
7. Discourse
8. Castration complex
9. Laura Mulvey
10. Syntagmatic

PART - B

II. Answer any FIVE questions from the following in not exceeding 250 words 5x8=40

11. How are the ideas of Ferdinand de Saussure different from those of Charles S. Peirce?
12. Define content analysis. Explain the salient features of content analysis.
13. Explain the three types of ego as described by Sigmund Freud with suitable diagram.
14. Discuss the various types of feminism.
15. Explain the salient features of critical discourse analysis.
16. Explain the methodological tools: sites and modalities for interpreting visual images.
17. Define culture. How images put an impact on cultures of a society?
18. Who was Karl Marx? Explain the Base and super structure with suitable examples of Indian Society.
PART - C

III. Answer any TWO questions from the following in not exceeding 500 words
2x20=40

20. Think of the different styles of clothing worn by different social groups. What are some of the signs that distinguish different form of youth culture?
21. Interpret any film that you saw recently based on the psychoanalytic concepts.
22. Interpret the following image with the help of discourse analysis based on Fairclough’s dimensions of discourse analysis.

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