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**Presidency University**

**Bengaluru**

**SCHOOL OF LAW**

**MAKE-UP EXAMINATION JULY 2024**

**Semester**: III

**Course Code**: ENG1009

**Course Name**: Reading Advertisements

**Program** : B.COM & BBA

**Date**: 02/07/2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Complete the test within the time given.*

**Part A [Memory Recall Questions]**

**Answer any TEN of the following questions. Each question carries 2 marks**

**(10Qx2M=20M)**

1. Who authored "Rhetoric of the Image"? (C.O. 2, Knowledge)
2. What is the correct title of the essay "Rhetoric of the Image"? (C.O. 1, Knowledge)
3. What is the root word of "image"? (C.O. 1, Knowledge)
4. What is the primary function of an image? (C.O. 2, Knowledge)
5. According to Barthes, why is the image considered the limit of meaning? (C.O. 1, Knowledge)
6. Why did Roland Barthes study the advertising image? (C.O. 1, Knowledge)
7. According to Barthes, what type of message does the image immediately yield? (C.O. 2, Knowledge)
8. From which language is the code of the linguistic message derived? (C.O. 1, Knowledge)
9. What additional signified is associated with the linguistic message? (C.O. 2, Knowledge)
10. Which sign represents "italianicity" according to Barthes. (C.O. 1, Knowledge)
11. Give an example of how a signifier and signified operate within an image, based on Barthes' analysis.

(C.O. 1, Knowledge)

**Part B [Thought Provoking Questions]**

**Answer any FOUR of the following questions. Each question carries TEN marks.**

**(4Qx10M=40M)**

1. Explain the main objectives and goals of Roland Barthes' essay, "Rhetoric of the Image."

(CO3, Comprehension)

1. Discuss the functions of the linguistic message in relation to the iconic message. Provide examples to support your explanation. (CO2, Comprehension)
2. Define and provide examples of jingles in advertising. Analyze the role and significance of jingles in the advertising industry. (CO3, Comprehension)
3. How does the Atkinson-Shiffrin Model of memory (sensory memory, short-term memory, and long-term memory) explain the process through which consumers retain and recall information about products and brands? (CO3, Comprehension)
4. Explain the importance of Text (Dialogue, Script and symbols) in the Advertisement.

(CO3, Comprehension)

**Part C [Problem Solving Questions]**

**Answer any TWO of the following Questions. Each question carries TWENTY marks. (2Qsx20M=40M)**

15. Using semiotic analysis, critically evaluate a Panzani advertisement. Discuss how signs, signifiers, and signifieds are employed in the advertisement to convey meaning, and analyze how these contribute to the construction of cultural and social messages. Consider the use of visual elements, textual components, and any symbolic representations within the advertisement to support your analysis. (C.O.No.4) [Application]

16. Choose a recent commercial that you believe objectifies women. Using critical analysis, discuss how specific visual and narrative elements within the commercial contribute to the objectification of women. Consider the portrayal of gender roles, body language, camera angles, and any other relevant techniques used. Additionally, evaluate the potential impact of such representations on societal perceptions and attitudes towards women." (C.O.No.4) [Application]

17. Discuss the Advertisement: (C.O.No.4) [Application]

