

**Indian Institute of Technology, Palakkad**  
**Department of Humanities and Social Sciences**

**HS2304: Culture and Gender Performativity**

Course Instructor: Dr. G. Sujatha  
End Semester Examinations, Aug–Dec 2025  
27 November 2025

Time: 9.30 am – 12.30 pm

Marks: 50

**I. Answer any FOUR of the following.**

4×5 = 20

1. What is a phenomenon? And explain how gender is not a biological truth but a cultural phenomenon.
2. How does androcentric language construct a gender discriminatory world?
3. Differentiate expressive and performative functions of language.
4. What is gender performativity?
5. What is culturing?

**II. Answer any THREE of the following.**

3×10 = 30

1. Evaluate the representation of heroes and heroines in Indian cinema and attempt a gender critique of them.
2. Do advertisements gender demarcate space? Substantiate with examples from different product categories in Indian tele-advertisements.
3. What are gender roles and how do Indian tele-advertisements designate them? Substantiate by discussing at least two product categories as case studies.
4. Language is not a realm of communication but it is a plane of production. Justify this argument with proper examples.
5. Discuss transformations in Indian tele-advertisements with regard to their treatment of gender.