

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. $4 \times 5 = 20$

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. $3 \times 10 = 30$

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.