

**Birla Institute of Technology and Science, Pilani**  
II Sem 2022-2023

GS F242 Cultural Studies  
Mid Sem (Open Book)

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Date: 13 March 2023

Duration: 90 Minutes

Marks: 30 (30% weightage)

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1. With the help of examples from the Indian context that deal with questions of various social identities, discuss a) how stereotyping can be understood in terms of signifying practices, and b) the ways in which stereotypes are challenged. Your response should particularly focus on the question of power.

5+5 Marks

2. Write a theoretically informed note on a) what ideology is b) and what ideological state apparatuses are. You should provide suitable examples. 4+4 Marks

3. Through a detailed analysis of the three ads from the period between 1930s to 1950s given below, discuss what are the discourses these images relate to. 12 Marks



The new VATNI will delight you!

This Pure soap by Godrej- Pioneer in Vegetable Toilet Soaps- will make you feel fresher, look lovelier. It will delight you as it has delighted people everywhere.

VATNI\*

Fresh and Fragrant to the last wafer.



6 as. also VATNI baby 2 as.

The Key to Health and Beauty

Godrej's Chavi Brand

\* From 'VATAN' meaning 'Motherland'

Member :



100% Indian Control Capital Labour



WASHING SOAP GRAINS SHAVING STICK • HAIR TONIC TOILET POWDER

# GODREJ'S VEGETABLE TOILET SOAP



Says Dr. Rabindra Nath Tagore : "I know of no foreign soaps better than Godrej's and I well make a point of using Godrej's Soap."

www.OldIndianAds.com

Says Major W. H. Dickinson : (Government Chemical Analyst)

- "Godrej Soaps are perfect in all respects."

FACTORY :

DELISLE ROAD

BOMBAY

Sole Agents :

## NADIRSHAW, PRINTER & CO.

Bombay, Calcutta, Lahore, Madras and Karachi

There's Success  
in her *Beauty*  
In her Beauty  
there's a *Secret*

"I use VATNI"  
says Madhubala

"For 3 Good Reasons  
It's Fresh and Fragrant  
to the Last Wafer  
It's Superior and Swadeshi  
It's a Godrej Product"



Madhubala always uses  
VATNI, WASHING SOAP-  
GRAINS, Hair Tonic, Toilet  
Powder, and other Godrej  
products— "They're so  
reliable!" she proclaims.

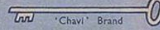
You'll shortly be seeing Madhubala  
in "Raj Hath".

Godrej  
W-O Reg.



SWADESHI  
CONTROL  
&  
CAPITAL

VATNI\*



"Chavi" Brand

VATNI baby  
2¼ as. only

\*From "Vatan", meaning "Motherland"