

Acknowledgement

I take this opportunity to express my sincere gratitude to Prof. Sachin Ketkar, under whose able guidance I could successfully complete this research project. Without his unflinching support and constant encouragement it would have been impossible. I appreciate his kind, sympathetic attitude and patience besides his exemplary knowledge.

I am thankful to Prof. Hitesh Ravia, Head of the Department of English for his co-operation and timely support. I am also thankful to the other faculty members in the department, Prof. Deeptha Achar, Prof. Madhurita Chaudhary, Dr. Rajan Barrett and Former Head Prof. Farook Salat.

I must express my sincerest gratitude to the Faculty members at the University of Tartu, Estonia especially Dr. Kalevi Kull, the head of the department for facilitating my visit to the university, Dr. Peeter Torop and Dr. Mihail Lotman who kind enough to explain the various aspects of cultural semiotics. I also thank Eva, the librarian and other research scholars at the university, interactions with whom broadened my vision.

I am especially thankful to my friend Dr. Javed Khatri who first introduced me to the field of semiotics.

I am also grateful to Dr. Mohan Patel, Principal of my college for his unconditional support and timely grant of leaves.

I sincerely thank all the members of my family without whose support I could never have completed this project. I am also thankful to all my friends and colleagues especially Sahdev Luhar, Ajaysinh Chauhan, Jitendra Dhebaria, Nikunj Patel, Sandip Shah, Bhavik Makwana, Kaiser Ansari and Dipesh Patel who patiently listened to my monotonous theoretical talks and kept encouraging me for timely completion of the project.

Jitendra Kumar Singh