

EXPLORING THE INDIA IN SHOBHA DE'S NOVEL 'SECOND THOUGHT': A CULTURAL APPROACH TO CDA

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ABSTRACT

This article aims to investigates cultural codes and theirs significance in Shobha de's novel 'Second Thoughts' which is the story of Indian girl, Maya who is victimized as silent sufferer in the clutches of matrimonial relationship in the city of India, Bombay. This effort used 'Cultural Approach to CDA (CCDA) as a practical tool to analyze how the discourse is embedded with cultural codes, and how semiotics contribute in the recurrent practice of power abuse. It seeks to expose the global dictionary of power and manipulation by focusing on certain passages or clauses and metaphorical references present in the novel which reflects the culture, norms and social beliefs of Indian community. It also took deep insight into Indian cultural diversity, unequal distribution of power like gender discrimination, racism and marginalization.

Keywords: CCDA, Cultural codes, CDA, abuses of power.