

C103: The Semiotics of Advertising Final Review

This worksheet is meant to help you review for the final exam. It is not exhaustive, so be sure to study your notes as well.
Good luck!

Part I. Definitions

Define the following terms:

signifier
representamen
interpretant
arbitrary
iconic
paradigmatic choice
narrative
metonymy
irony
radical idealism
conceptual syntagmatic relationship
binary
privative
polar
digital
Grice's Maxims
presupposition
implicature
denotation
myth
interpretative code
textual code
intertextuality
reflexivity
manipulation

signified
referent/object
natural
symbolic
indexical
syntagmatic association
metaphor
synecdoche
radical realism
spatial syntagmatic relationship
sequential syntagmatic relationship
non-binary
equipollent
scalar
analog
relevance
Grice's General Cooperative Principle
truth value
connotation
code
perceptual code
social code
genre

Part II. Semi-Short Answer Questions

1. Name and define all 4 of Grice's Maxims and Lakoff's 1 maxim.
2. What are the components of Chandler's typology of codes? Give an example from each of the three components.
3. Consider the following two sentences. For each, identify what is presupposed.
I'm very sorry that you have chronic halitosis.
Is kicking puppies still one of your favorite pastimes?
4. a) Describe Saussure's model of the sign.
b) Describe Peirce's model of the sign.
c) How are the two models similar? How are they different?
2. a) What are the three types of syntagmatic relationships?
b) In one ad that we saw in class there was a picture of a chicken that represented cowardice. Which type of relationship is this?
3. List the parts of the narrative typology into the proper order:
4. In class we discussed 4 separate pairs of oppositions. List each pair and give an example that corresponds to each member of each opposition.
5. Give two real-world examples of paradigmatic choices and two real-world examples of syntagmatic relationships.

Part III. Multiple Choice

1. According to the Peircean model, which is not an element of the sign:
 - a) Representamen
 - b) Synecdoche
 - c) Object
 - d) Interpretant
2. Myth
 - a) are traditional stories that attempt to explain phenomena in the world
 - b) are real or fictional stories that appeal to people and commonly felt emotions
 - c) are essentially widely accepted ideas that are false
 - d) all of the above
3. Which of the following is not a rhetorical trope?
 - a) Metonymy
 - b) Irony
 - c) Paradigm
 - d) Synecdoche
4. Some examples of social codes are:
 - a) behavioral codes, aesthetic codes, and ideological codes
 - b) ideological codes, mass media codes, and perceptual codes
 - c) verbal codes, bodily codes, and commodity codes
 - d) racism, sexism, and consumerism
5. Which of the following are Peircean modes?
 - a) Indexical
 - b) Irony
 - c) Iconic
 - d) A and C
6. The reference to *Battleship Potemkin* in the film *The Untouchables*
 - a) makes *The Untouchables* not easily understandable if you haven't seen *Potemkin*
 - b) is an example of reflexivity
 - c) is present but not critical to the understanding of *The Untouchables*
 - d) is completely unaltered from the sequence in *Battleship Potemkin*
7. Which rhetorical trope is best exemplified by the sentence *Washington has remained silent on the subject*?
 - a) Metaphor
 - b) Metonymy
 - c) Irony
 - d) None of the above