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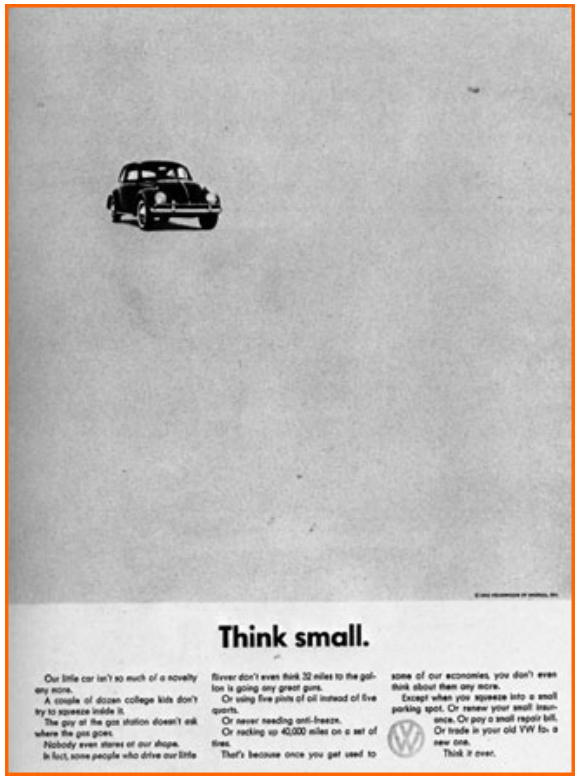
Final Exam Spring 2019 **C103 Semiotics of Advertising**
Version 2

Part 1. Answer the following 25 multiple choice questions. Each is worth 4 points, for a total of 100 points for this part of the test.

1. The ad at the right is best described as a:
   a. Metaphor
   b. Metonymy
   c. Both metaphor and metonymy
   d. Neither metaphor nor metonymy



2. With regards to making a pizza a paradigm can be any of the following except:
   a. A salad on the side
   b. The type of cheese
   c. Pepperoni / sausage / bacon / ham
   d. The presence or absence of tomato sauce

3. The component of the Peircean model of the sign which corresponds most directly to the Saussurean signifier is the
   a. Interpretant
   b. Referent
   c. Representamen
   d. None of the above

4. Which of the following is an example of the general types of syntagmatic relations:
   a. Sequential
   b. Spatial
   c. Conceptual
   d. All of the above

5. Spoken words such as *crash!, boom!* are examples of what kind of sign?
   a. Iconic
   b. Indexical
   c. Symbolic
   d. Arbitrary

6. A sign is normally interpreted:
   a. In isolation from other signs
   b. In relation to other signs
   c. In relation to our general cultural knowledge
   d. B and C

7. The ad shown above refers to the film *The Wizard of Oz* via a process known as:
   a. Metaphor
   b. Denotation
   c. Intertextuality
   d. Synecdoche

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8. Big/little illustrates
   a. A scalar opposition
   b. An digital opposition
   c. A synonymy
   d. All of the above

9. Denotation is:
   a. The "extra" expressive associations and meanings associated with the signifier
   b. The metaphorical meaning of the signfier
   c. The literal meaning of the signifier
   d. A and C

10. According to Chandler, codes may be classified as:
   a. Social
   b. Behavioral
   c. Interpretative
   d. All of the above

11. The following advertisement is an example of:

   a. Onomatopoeia
   b. Irony in advertising
   c. Metaphor
   d. None of the above

12. In terms of figure and ground, how can we make an object the focus of a print ad:
   a. Make the object darker than competing elements in the background
   b. Make the object larger than other objects
   c. Center the object on the page
   d. Any of the above

13. "Get your butt over here!" is an example of:
   a. Metaphor
   b. Synecdoche
   c. Simile
   d. Irony

14. Which Gricean maxim makes B's response sensible in the mini-dialogue below?

   A: Is Gail dating anyone these days?
   B: Well, she goes to Cleveland every weekend.

   a. Quality
   b. Quantity
   c. Manner
   d. Relevance

15. Semiotics includes the study of:
   a. Customs and codes
   b. Myths and traditions
   c. Signs and symbols
   d. All of the above

16. The distinction between digital and analog signs is illustrated by:
   a. Different types of clocks
   b. Polar vs. scalar oppositions
   c. Audio CD vs. vinyl LP record
   d. All of the above

17. The term "myth" refers to:
   a. Ancient legends and tales intended to explain the world
   b. A powerful bundle of images which resonate throughout the culture
   c. A commonly held misconception
   d. All of the above

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18. Which of the following is a good example of a privative opposition?
    a. Male nurse vs. nurse
    b. Actor vs. actress
    c. Guys vs. girls
    d. All of the above

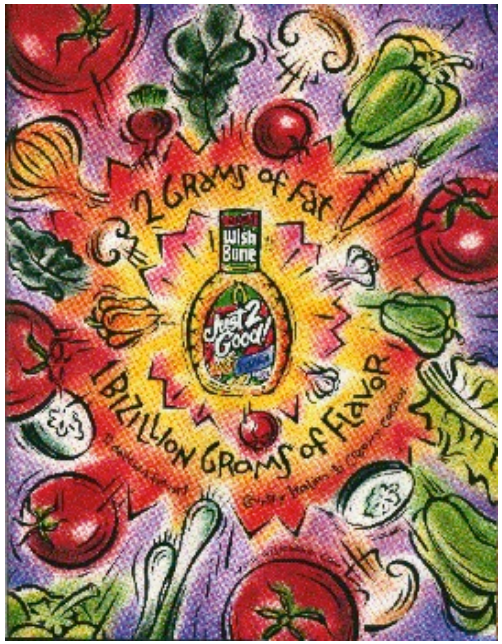
19. The picture in the anti-smoking ad at the right mainly employs which kind of rhetorical trope:
    a. Denotation
    b. Metonymy
    c. Metalinguistics
    d. Connotation

20. A sign in semiotics is:
    a. Never arbitrary
    b. Anything that communicates meaning
    c. A strictly binary concept
    d. All of the above

21. A footprint on a trail best exemplifies what kind of sign?
    a. Arbitrary
    b. Symbolic
    c. Iconic
    d. Indexical

22. Which of the following are components of a narrative?
    a. Complicating action
    b. Denotation
    c. Intonation
    d. A and B

23. The advertisement at the right clearly uses which type of syntagmatic relations?
    a. Ironic
    b. Spatial
    c. Sequential
    d. None of the above



24. A signifier is:
    a. The form of the sign
    b. The sign itself
    c. Always natural
    d. All of the above

25. In the Marlboro ad shown at the right, the use of the cowboy to sell cigarettes is an example of:
    a. Metonymy
    b. Myth
    c. Intertextuality
    d. All of the above

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Part 2. Each question is worth 20 points, for a total of 100 on this section. Four video ads will be projected during the final exam. Each commercial will be projected two times. I will allow about 8–10 minutes between ads when projecting them. The last two questions are based on three print ads provided at the end of the exam pages and also projected in color with the other ads in this test. Write your answers in the space provided. You may continue on the back of any page if you need additional space. If you need to see any of the ads one more time toward the end of the exam period, you may ask me to play it one last time later.

Ad #1. (Argentine political commercial)

Which sub-type of syntagmatic relation is at work in this ad? Explain how it functions to drive home the message of the ad.

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Ad #2. (Levis)

This ad tells a story. Break down the story in terms of the typology of the narrative presented in this course. Please explicitly state if one or more components of the typology are absent. (Ignore the category of evaluation.)

Ad #3 (Nike "Little Serenas")

a) This ad uses metaphor as a primary tool to convey its message. Define metaphor, identify the primary metaphor here, and explain how it contributes to the overall message of the ad.

b) Metonymy is also involved in the message of the ad. Define metonymy, and then identify one metonymy at work here, and explain how it adds to the message. Make sure to keep your answer to this question distinct from your answer to the first part of the question.

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Ad #4 (Pepsi)

This ad achieves its effect by exploiting a familiar myth surrounding an important historical person. Explain how the myth adds to the message of the ad. (*Note: If you do not recognize the individual portrayed in the ad, then tell us that up front, and then tell us what you can infer about the individual from the ad, and describe how your lack of recognition influences your interpretation of the ad.)*

Ad #5a Peter McArthur Studio & 5b Actal Plus antacid pills

The last two advertisements, 5a & 5b, depend upon an intertextual reference for their full impact. Pick **either one of the two** and answer the following question about it: Identify the intertextual source for this ad and explain how it enables you to interpret the ad. (*Note: If you do not recognize the source for either one of these ads, then tell us that up front, and then tell us how you interpret* ***both*** *ads without reference to their sources.)*

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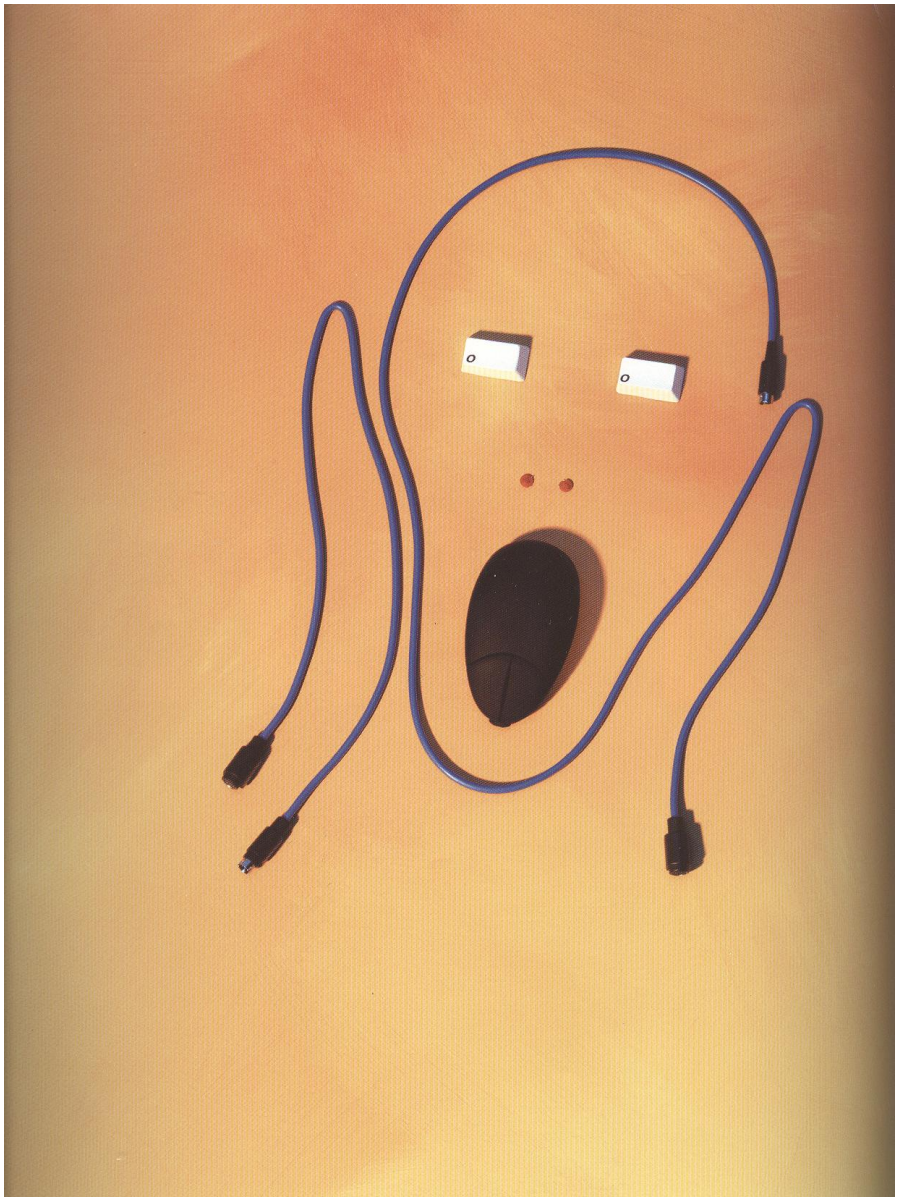

Annotation 5a. This is an ad for the Peter McArthur Studio in Los Angeles, which does photography and graphic design.

Annotation 5b. The text may be hard to make out. It reads: "Actal Plus Anti-Flatulence Antacid. No wind."