

## C103: The Semiotics of Advertising Midterm Review

### Part I:

Define the following terms:

semiotics  
signifier  
signified  
representamen  
referent/object  
interpretant  
natural  
arbitrary  
symbolic  
iconic  
indexical  
paradigmatic choice  
syntagmatic relationship  
narrative  
metaphor  
metonymy  
synecdoche  
irony  
radical realism  
radical idealism  
spatial syntagmatic relationship  
conceptual syntagmatic relationship  
sequential syntagmatic relationship  
binary  
non-binary  
privative  
equipollent  
polar  
scalar  
digital  
analog

## Part II.

Identify the mode of the sign in the following situations:

- a. An image of smoke indicating fire \_\_\_\_\_
- b. A portrait of Abraham Lincoln \_\_\_\_\_
- c. The image of a heart on a Valentine's Day card indicating love \_\_\_\_\_
- d. An image of smoke indicating smoke \_\_\_\_\_
- e. A photo of your friends \_\_\_\_\_
- f. The sentence "I really love burritos." \_\_\_\_\_

## Part III.

- 1.
  - 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. Put the parts of the narrative typology into the proper order:
  - coda \_\_\_\_\_
  - complicating action \_\_\_\_\_
  - abstract \_\_\_\_\_
  - evaluation \_\_\_\_\_
  - orientation \_\_\_\_\_
  - resolution \_\_\_\_\_
- 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 IV.

- 1. According to the Peircean model, which is not an element of the sign:
  - a) Representamen
  - b) Synecdoche
  - c) Object
  - d) Interpretant

2. Which of the following is not a rhetorical trope?

- a) Metonymy
- b) Irony
- c) Paradigm
- d) Synecdoche

3. Which of the following are Peircean modes?

- a) Indexical
- b) Irony
- c) Iconic
- d) A and C

4. 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