

Introduction to Semiotics

Semiotics · Answer Key · 18 Questions

1. Which scholar is primarily known for defining the sign as consisting of a 'signifier' and a 'signified'?

- A) Ferdinand de Saussure**
- B) Roland Barthes
- C) Charles Sanders Peirce
- D) Umberto Eco

2. What is the term for the physical form of a sign, such as a written word or a sound?

- A) The signified
- B) The signifier**
- C) The referent
- D) The icon

3. In semiotics, what is the 'signified'?

- A) The physical sound of a word
- B) The object a sign points to
- C) The mental concept represented by a signifier**
- D) The history of a symbol

4. Which type of sign physically resembles what it represents, such as a map or a portrait?

- A) Symbol
- B) Index
- C) Icon**
- D) Code

5. What is a sign that has a direct, causal link to the object it represents, such as smoke indicating fire?

- A) Index**
- B) Symbol
- C) Icon
- D) Myth

6. Which term refers to a sign that has no logical or physical connection to its object, relying instead on learned convention?

- A) Icon
- B) Index
- C) Symbol**
- D) Denotation

7. What is the term for the literal, primary, or 'dictionary' meaning of a sign?

- A) Connotation
- B) Denotation**
- C) Myth
- D) Signification

8. What is the term for the secondary, cultural, or emotional associations attached to a sign?

- A) Denotation
- B) Iconography
- C) Connotation**
- D) Paradigm

9. Who categorized signs into icons, indexes, and symbols?

- A) Charles Sanders Peirce**
- B) Claude Lévi-Strauss
- C) Louis Hjelmslev
- D) Roman Jakobson

10. In semiotic analysis, what is a 'code'?

- A) A secret message
- B) A system of rules that allows signs to carry meaning**
- C) The linguistic definition of a word
- D) A type of metaphor

11. Which of the following is an example of a symbol?

- A) A photograph of a dog
- B) A footprint in the sand
- C) The red cross symbol for medical aid**
- D) A sketch of a tree

12. Which of the following is an example of an index?

- A) A handshake
- B) A national flag
- C) A thermometer reading**
- D) The word 'cat'

13. What is the study of myths as a 'second-order semiological system' primarily associated with?

- A) Roland Barthes**
- B) Ferdinand de Saussure
- C) Charles Sanders Peirce
- D) Jacques Derrida

14. A traffic sign shaped like an octagon (Stop sign) is an example of a sign that functions through:

- A) Natural instinct
- B) Cultural convention**
- C) Physical resemblance
- D) Causal necessity

15. In semiotics, what is a 'paradigm'?

- A) A set of associated signs from which one is chosen**
- B) The order in which signs are placed
- C) The physical material of a sign
- D) The literal meaning of an image

16. The sequence in which signs are arranged to create meaning is known as:

- A) A paradigm
- B) A syntagm**
- C) A myth
- D) An icon

17. Which field of study is 'semiotics' most closely related to?

- A) Biology
- B) Communication theory**
- C) Calculus
- D) Geology

18. The 'referent' in semiotics refers to:

- A) The person reading the sign
- B) The actual object or concept in the real world**
- C) The dictionary definition of a word
- D) The emotional impact of a symbol