

Understanding Semiotics

Semiotics · Answer Key · 4 Questions

1. Semiotics is best defined as the academic study of what?

- A) Weather patterns and climate change
- B) Signs, symbols, and how meaning is created**
- C) Ancient Greek and Roman architecture
- D) The biological evolution of marine animals

2. Swiss linguist Ferdinand de Saussure proposed that every sign is composed of which two parts?

- A) The Signifier and the Signified**
- B) The Cause and the Effect
- C) The Subject and the Predicate
- D) The Sender and the Receiver

3. In Charles Sanders Peirce's theory of semiotics, what is an 'icon'?

- A) A sign that has no relationship to its object
- B) A sign that directly physically connects to its object, like a footprint
- C) A sign that visually resembles or physically mimics its object**
- D) A sign that is defined exclusively by written law

4. Smoke indicating a fire or a footprint indicating a passing animal are classic examples of which type of sign?

- A) An indexical sign (index)**
- B) A symbolic sign (symbol)
- C) An arbitrary sign
- D) A metaphorical sign