Principles of Semiotics

Semiotics · Answer Key · 10 Questions

1. In Ferdinand de Saussure's structuralist model, what are the two constitutive components of the linguistic sign?

A) The denotatum and the referent
B) The signifier and the signified
C) The icon and the index
D) The syntagm and the paradigm

2. Charles Sanders Peirce classified signs into three categories based on their relationship to their object. Which of these categories describes a sign that bears a physical resemblance to its object?

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

3. What term does Roland Barthes use to describe the second-order semiological system where cultural meanings are attached to already established signs?

A) Myth
B) Syntax
C) Pragmatics
D) Semantics

4. In semiotics, what is the 'syntagmatic' axis of language primarily concerned with?

A) The selection of words from a paradigm
B) The combination of signs in a sequence
C) The emotional impact of symbols
D) The historical evolution of vocabulary

5. According to Umberto Eco, what is the primary function of a 'code' in the semiotic process?

A) To translate binary data
B) To establish rules for mapping signifiers to signifieds
C) To eliminate all ambiguity in communication
D) To provide a psychological profile of the speaker

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.

6. What distinguishes an 'index' from a 'symbol' in Peircean semiotics?

A) Indices have no connection to the object

B) Indices rely on direct causal or physical connection to the object

C) Symbols are always visual while indices are auditory

D) Symbols require a higher IQ to interpret

7. What is the 'paradigm' in semiotics?

A) A set of signs from which one is selected to occupy a position in a syntagm

B) A collection of all possible languages

C) A fixed rule for grammatical correctness

D) The physical medium used to transmit a signal

8. Which semiotic concept refers to the cultural or associative meanings that go beyond the literal, dictionary definition of a sign?

A) Denotation

B) Connotation

C) Arbitrariness

D) Diachrony

9. What did Saussure mean when he described the linguistic sign as 'arbitrary'?

A) Language is controlled by the speaker's whim

B) There is no natural or necessary link between the signifier and the signified

C) Communication is impossible to quantify

D) Words are randomly assigned meanings by government decree

10. Which field of study focuses on the semiotics of non-verbal communication, including gestures and body language?

A) Kinesics

B) Phonetics

C) Morphology

D) Semantics

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.