This worksheet is meant to help you review for the final exam. It is not exhaustive, so be sure to study your notes as well.

Good luck!

**Part I. Definitions**

Define the following terms:

- **signifier**
- **signified**
- **representamen**
- **referent/object**
- **interpretant**
- **natural**
- **arbitrary**
- **symbolic**
- **iconic**
- **indexical**
- **paradigmatic choice**
- **syntagmatic association**
- **narrative**
- **metaphor**
- **metonymy**
- **synecdoche**
- **irony**
- **radical realism**
- **conceptual syntagmatic relationship**
- **sequential syntagmatic relationship**
- **binary**
- **non-binary**
- **privative**
- **equipollent**
- **polar**
- **scalar**
- **digital**
- **analog**
- **Grice's Maxims**
- **Grice's General Cooperative Principle**
- **presupposition**
- **truth value**
- **implicature**
- **connotation**
- **denotation**
- **code**
- **myth**
- **perceptual code**
- **interpretative code**
- **social code**
- **textual code**
- **genre**
- **intertextuality**
- **encoding**
- **reflexivity**
- **decoding**
- **manipulation**
Part II. Semi-Short Answer Questions

1. Name and define all 4 of Grice's Maxims and Lakoff’s 1 maxim.

2. What are the components of Chandler's typology of codes? Give one example from each of the three components.

3. Consider the following two sentences. For each, identify what is presupposed.
   *I'm very sorry that you have chronic halitosis.*
   *Is kicking puppies still one of your favorite pastimes?*

4. 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. List the parts of the narrative typology into the proper order:

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 III. Multiple Choice

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

2. Myth
   a) are traditional stories that attempt to explain phenomena in the world
   b) are real or fictional stories that appeal to people and commonly felt emotions
   c) are essentially widely accepted ideas that are false
   d) all of the above

3. Which of the following is not a rhetorical trope?
   a) Metonymy
   b) Irony
   c) Paradigm
   d) Synecdoche

4. Some examples of social codes are:
   a) behavioral codes, aesthetic codes, and ideological codes
   b) ideological codes, mass media codes, and perceptual codes
   c) verbal codes, bodily codes, and commodity codes
   d) racism, sexism, and consumerism

5. Which of the following are Peircean modes?
   a) Indexical
   b) Ironic
   c) Iconic
   d) A and C

6. The reference to Battleship Potemkin in the film The Untouchables
   a) makes The Untouchables not easily understandable if you haven't seen Potemkin
   b) is an example of reflexivity
   c) is present but not critical to the understanding of The Untouchables
   d) is completely unaltered from the sequence in Battleship Potemkin

7. 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