

SAMPLE QUESTION SET

Department of Linguistics, University of Mumbai

Examination: MA Linguistics

Programme: MA Semester IV CBCS

Paper title: Media Semiotic

MCQ Set for Online Examination (2019-20)

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1. Semiotics is .....
  - A. Study of signs
  - B. Study of symbols
  - a) Only A
  - b) Only B
  - c) Both A and B
  - d) Neither A nor B
  
2. In semiotic analysis, ----- is the smallest unit of meaning
  - a) lexeme
  - b) morpheme
  - c) word
  - d) sign
  
3. When a sign occurs in a group, or in a particular context , it becomes a -----
  - a) symbol
  - b) icon
  - c) code
  - d) index
  
4. The cultural meaning that attached to words is known as.....
  - a) Connotation
  - b) Denotation
  - c) Both a and b
  - d) None
  
5. Semiotics is concerned with how -----is created and conveyed.
  - a) Sign
  - b) Meaning
  - c) Signified
  - d) Signifiers
  
6. To develop the multiple layers of meaning the creators of visuals can utilize the concept(s) of.....

- a) Connotation
  - b) Denotation
  - c) Metaphors
  - d) All
7. According to F. de Saussure every sign has ----- part(s).
- a) One
  - b) two
  - c) three
  - d) four
8. Subtext is best defined as
- a) The technology underlying a particular medium of communication.
  - b) The message beneath the apparent message.
  - c) The explicit message.
  - d) Words that appear when using closed captioning.
9. Two person who widely regarded as co-founder of what is now widely regarded as semiotics are .....
- a) Chandler and Saussure
  - b) Barthes and Saussure
  - c) Peirce and Saussure
  - d) Chandler and Barthes
10. Saussure's model of the sign is in the.....
- a) dyadic tradition
  - b) triadic tradition
  - c) mix tradition
  - d) dyadic and triadic tradition
11. The term 'semeiosis' given by Pierce is alternatively known as .....
- a) Semantics
  - b) Semiosis
  - c) Semiology
  - d) Semitics
12. How may criteria were identified by Galtung and Ruge, based on which news journalists determine the selection of a report-worthy piece of news in their newspapers.
- a) 10
  - b) 11
  - c) 12
  - d) 13
13. Which one is not a criteria identified by Galtung and Ruge, based on which news journalists determine the selection of a report-worthy piece of news in their newspapers.
- a) Meaningfulness
  - b) Ambiguity
  - c) Threshold
  - d) Frequency

14. To explain how ideology acts on humans Althusser's theory of ideology used whose psychoanalytic concept of the 'mirror stage'
  - a) Chandler
  - b) Barthes
  - c) Pierce
  - d) Lacan
15. An emoji is what kind of sign?
  - a) symbol
  - b) index
  - c) icon
  - d) none
16. Our photos on passport is an example of .....
  - a) index
  - b) icon
  - c) symbol
  - d) antecedent
17. The structural relation that combines sign in code-specific ways is known as.....
  - a) Paradigm
  - b) Syntagm
  - c) Syntagmatic
  - d) Paradigmatic
18. The signifier is treated by its users as ..... the signified.
  - a) standing in
  - b) standing on
  - c) standing for
  - d) standing upon
19. According to Peirce, 'we think only in .....'
  - a) Signs
  - b) Symbol
  - c) Icon
  - d) Index
20. By whom the interaction between the *representamen*, the *object* and the *interpretant* is referred to as 'semeiosis'?
  - a) Barthes
  - b) Saussure
  - c) Eco
  - d) Pierce
21. Any story or narrative that aims to explain the origin of something is known as.....
  - a) Mythology
  - b) Myth
  - c) Ideology
  - d) Idea

22. The set of mythic connotations associated with something is called.....
- a) Mythology
  - b) Ideology
  - c) Connotation
  - d) Denotation
23. The branch of semiotics that studies narrativity.....
- a) Narratology
  - b) Narration
  - c) Narratics
  - d) None
24. In the semiotic analysis of signs, the term 'object' is referred to as a synonym for.....
- a) Signifier
  - b) Signified
  - c) Reference
  - d) Index
25. *Representamen* is a Pierce's term for the.....
- a) Sign
  - b) Symbol
  - c) Physical part of a sign
  - d) Abstract part of a sign