

LEARNING ASSESSMENT

Use the Barthes' concept of connotation and denotation to answer the items below.

Sign	Denotation	Connotation
	A devil is wearing an expensive fashion clothing.	Someone who has high standards is very choosy
	Coke is more fun if shared to a friend or someone.	Coke is bland if bought alone.

	<p>Family bonding on weekends is great.</p>	<p>Celebrating weekends alone is lonely</p>
	<p>Our version of smartphone is better.</p>	<p>Other smartphone is nothing compared to ours.</p>