

Question sheet

Name:	_____
ID number:	_____
Study code:	_____
Signature:	_____

How do I mark correctly?

This answer form will be scanned automatically. Please do not fold or spot. Use a black or blue pen to mark the fields. If you want to correct a marking, completely fill the box with color. This field will be interpreted like an empty box.

1) How would you define a medium?

- a) An encompassing container that defines the boundaries of representations expressed through it
- b) A container for platforms that inform us of objects that exist by themselves
- c) An object that is encompassed by the cultural references we use on daily communication
- d) A platform for containing objects

2)

What is closer to the concept of semiotics?

- a) The study of possibilities
- b) The study of symbols
- c) The study of conductors
- d) The study of symbiotes

3) What is the meaning of the term "meaning-making"?

- a) The physical activities we humans engage in
- b) The process of either extracting or generating new meanings in our world
- c) The great divide between humans and animals
- d) Language

4) Which of Lotman's concepts are essential for building a semiotic theory of culture?

- a) Semantics of culture
- b) Modeling systems theory and the semiosphere
- c) Metasemiotics and the language sphere
- d) Visual syntax

5) What is an important consideration for semiotics when studying meaning-making?

- a) Staking claims in every area of analysis
- b) Avoiding specific areas of meaning-making
- c) Understanding that meaning-making happens spontaneously.
- d) Delimiting its area of analysis and the objects it studies