

MECO 1001 WEEK SIX TUTORIAL

Dr Margaret Van Heekeren Assignment Project Exam Help

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THE UNIVERSITY OF
SYDNEY

WEEK SIX TUTORIAL

Today's class

- Semiotic analysis exercise
- **Assignment Project Exam Help**
Annotated Bibliography entry
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- Essay writing
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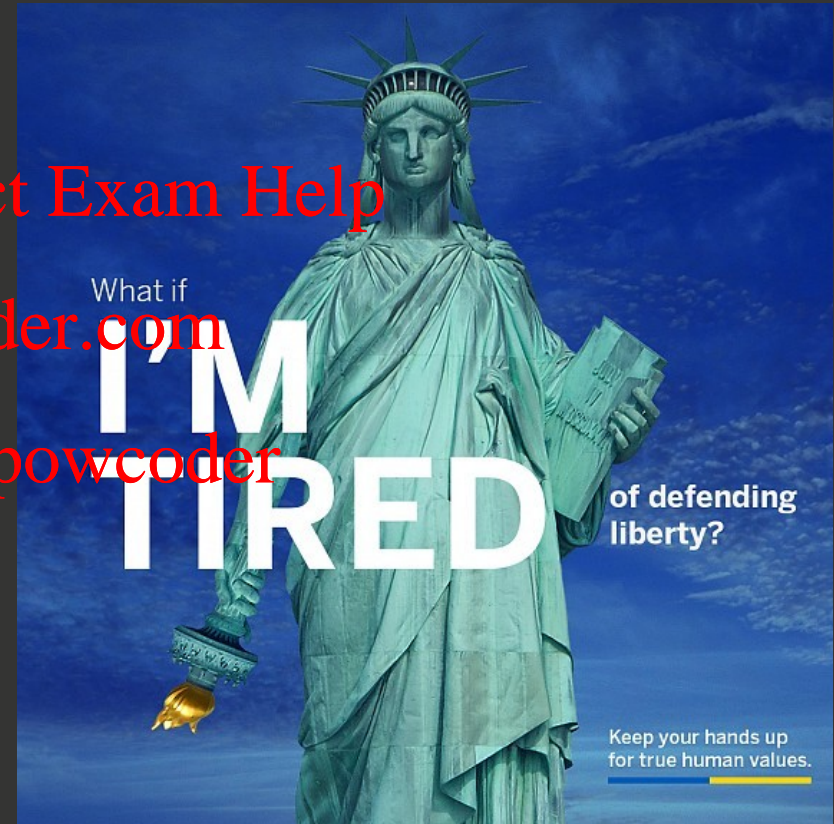
Semiotic analysis

- Signifier – the object/text/image
- Signified – what it means
- Iconic sign – resembles what is being signified, eg: 
- Symbolic sign – doesn't resemble, eg: 
- Indexical sign – cause and effect between signifier and signified, eg: 
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- Denotation – literal description of object/text/image
- Connotation – meaning suggested
- Metaphor – substitution of one thing for another
- Metonymy – attribute is used for thing itself
- Synecdoche – part is used for thing itself

Semiotic analysis

Using these terms complete a semiotic analysis of this advertisement and be prepared to discuss what it means.

- Signifier
- Signified
- Iconic sign
- Symbolic sign
- Indexical sign
- Denotation
- Connotation



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Week 6 Annotated Bibliography

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Berger, A. (2019). What is a Brand? A Semiotic Analysis. In Berger, A. *Brands and Cultural Analysis* (pp. 9–17). Springer. <https://doi.org/10.1007/978-3-030-24709-6>

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Berger's text explains the semiotic nature of brands, discussing what is believed to make a brand, how it is expressed and what role signs and concepts play in conveying these brands. The view on how brands and meanings rely on opposing meanings to be understood and exist and how signs need differentiation from other others highlights the role of culture in the communication of meaning. This supports the ritual view as it through the cultural background of an audience that objects, or signs, achieve meaning.

Essay Writing

1. Has a point of view;

- The point of view is not just an opinion, it rests on a set of evidence that supports it. The point of view is your answer to the question. It is your argument.
- The evidence is not all one-sided (there's no argument in a one-sided debate), it accepts and responds to counter-evidence. The counter evidence is not simply a set of "straw men" (easily rebuffed points and views), but are fully-fleshed out and serious challenges

Thanks to MECO tutor Chris Hall for preparing this information. You can also find it on his [blog](#).

Essay Writing

2. Considers evidence

– what is evidence in the context of the answer you are presenting?
What is more important evidence? What is less? Is the important evidence given due regard?

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Essay Writing

3. Has structure

– it's planned out: points build on points, concepts are defined before they are presented.

- Structure includes good paragraphs. Good paragraphs are about 5 sentences long. They start with a topic sentence that contains the main point of the paragraph and backs up your overarching essay argument. Following sentences back up the topic sentence with argument and evidence.

- Structure includes good sentences. Good sentences are not too long, on average about 20 words. Sentences make a point that contributes to the main point of the paragraph, and essay as a whole. Good sentences have correct grammar. Incorrect grammar makes your writing less clear and confuses your points.

Thanks to MECO tutor Chris Hall for preparing this information. You can also find it on his [blog](#).

Essay Writing Checklist

- Does the opening sentence/paragraph give a clear statement of the overall argument?
- Do subsequent paragraphs clearly support the overall argument?
- Is information from other sources correctly referenced?
- Does the closing paragraph support the overall argument and doesn't introduce new information?

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Questions ?