

Self-Assessment 05 Answers

1. Some technical views about what a sign actually is include the Saussurean and Peircean theories. Studying semiotics is important because it helps us understand how meaning is created and communicated through signs in various contexts.
2. The two main theories of what signs are include the Saussurean and Peircean theories. The Saussurean Sign is composed of a signifier and signified, while the Peircean sign is composed of an object, representamen, and interpretant.
3. The two parts that make up the Saussurean Sign are the signifier, which is a sound image, and the signified, which is a concept.
4. The three parts that make up the Peircean sign are the object, which is something that exists in some sense or capacity, the representamen, which is the way in which the object is taken towards someone, and the interpretant, which is the idea or reaction that happens when the representamen reaches its end.
5. An example of a sign using the rock in the backyard as the object could be as follows: the rock (object) reflects light in a particular way, creating a visual representation of the rock (representamen) that is processed by the viewer's brain as an image or idea of the rock (interpretant). In this way, the rock can be seen as a sign that communicates its existence to the viewer.



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