

***Culture and Communication An Introduction 1st
edition Wilce Test Bank***

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2.1. Iconicity is

- a. found in some chickadee signals
- b. exemplified in animal facial expressions
- c. found in lemurs rubbing rumps against trees
- d. found in the designation of some male as alpha

2.2. Chickadee alarm calls are iconic because

- a. the number of “dee”s resembles the intensity of the threat
- b. they tell other birds that a chickadee is present but not in danger
- c. they sound like owl sounds and thus resemble the threat
- d. they are famous as the perfect example of alarm calls

2.3. If “the structuralist insight” is that “signs [only] take on meaning in relation to the system of which they are a part,” which of the following is best understood using the structuralist insight?

- a. a whole universe that is nothing but red
- b. a pair of items that contrast as opposites
- c. a pair of shoes, each the mirror image of the other
- d. a scientific model of the structure of the atom

2.4. A list of choices of appetizers presented on a menu represents an example of

- a. syntagmatic axis
- b. paradigmatic axis

2.5. Which of the following words is the best example of a symbol?

- a. moo
- b. this
- c. final
- d. you

2.6. An icon is a sign that stands for its object by

- a. resembling it
- b. pointing to it
- c. denoting it
- d. representing it

2.7. The pragmatics of a speech form refers to its

- a. action in context
- b. denotation in context
- c. reference in context
- d. transcending context

2.8. Which of the following is one possible interpretant of a sign?

- a. its vehicle or signifier
- b. its object or referent
- c. its power to grab attention

d. its mental representation

2.9. Which of the following is the best example of a paradigmatic relation in language? The relation between _____

- a. two words with identical denotations but different social values
- b. one word and the word that would then have to come next
- c. three words in a row, together forming a noun phrase
- d. two sentences, the second being the conclusion drawn from the first

2.10. Which of the following best defines a syntagmatic relationship? One in which _____

- a. items are substitutable for one another if the list is in the right order
- b. one item is the best choice for a slot
- c. choices in several slots are irrelevant to another slot
- d. a choice in one slot influences items in another slot

2.11. The study of meaning in linguistic forms is called

- a. pragmatics
- b. syntax
- c. morphology
- d. semantics
- e. a and d

2.12. The “conduit model” (treating communication as transferring information unchanged from one mind to another) _____.

- a. is widely rejected by academics
- b. is widely rejected in popular thought
- c. says that communication is action and practice

2.13. Looking at animals’ signals in the wild informs and is informed by _____.

- a. an appreciation of communication for its own sake
- b. linguistic relativity between humans and other animals
- c. an elaboration of Saussure’s semiology
- d. a pragmatic approach to communication

2.14. The “practice” in “practice theory” means _____.

- a. expertise that is achieved through repetition
- b. embodied and collectively meaningful forms of action
- c. modes of communication performed fluently
- d. mutual attunement through preparing for performance

2.15. What is the paradox of practice theory?

- a. structure constrains human action, but social activity reproduces and transforms the structure in which it takes place
- b. human action is bound by practices of a specific time and place, but is also informed by past traditions and conventions

- c. human action appears authentic ~~not~~ only when it adheres to tradition, but is also novel enough to be creative
- d. discursive structures reflect social structures, but only in childhood games like jump rope or hop scotch

2.16. Poststructuralist theorists locate the roots of a group's practice within _____.

- a. the cognitive processes of a group's members
- b. the paradigmatic choices of a group
- c. the objective conditions in which a group lives
- d. the collective, conscious decisions of a group

2.17. A sign's effect is central to the model of signs of which thinker?

- a. Pierre Bourdieu
- b. Charles Peirce
- c. Michel Foucault
- d. Ferdinand de Saussure

2.18. Coordination of actions between a mother or caregiver and a child is an example of _____.

- a. mutual attunement
- b. their material conditions
- c. sympathetic vibration
- d. behavioral diachrony

2.19. Peirce's model of the _____ is best suited to help us understand mutuality in interaction

- a. sign-vehicle, or that which carries the sign
- b. sign-object, or what a sign represents
- c. interpretant, or impact of (or as) sign
- d. signifier, or the sound-image

2.20. Synchrony and attunement are achieved through _____.

- a. a conscious agreement about what signs represent
- b. a shared mastery of a certain linguistic system
- c. the ability to translate linguistic signs into visual signs
- d. unconscious participation in multimodal communication

Answers

- 2.1 a
- 2.2 a
- 2.3 b
- 2.4 b
- 2.5 d
- 2.6 a
- 2.7 a
- 2.8 d
- 2.9 a
- 2.10 d
- 2.11 e
- 2.12 a
- 2.13 d
- 2.14 b
- 2.15 a
- 2.16 c
- 2.17 b
- 2.18 a
- 2.19 c
- 2.20 d