

NAME:

JOUR 30253, General Semantics for Mass Communications
Quiz 1, Fall 2007

1. How can a scientific approach benefit a person's daily experiences? (5 points)

Explain the significance of each of the items marked on the Structural Differential model that follows. (2 points each)

2.

3.

4.

5.

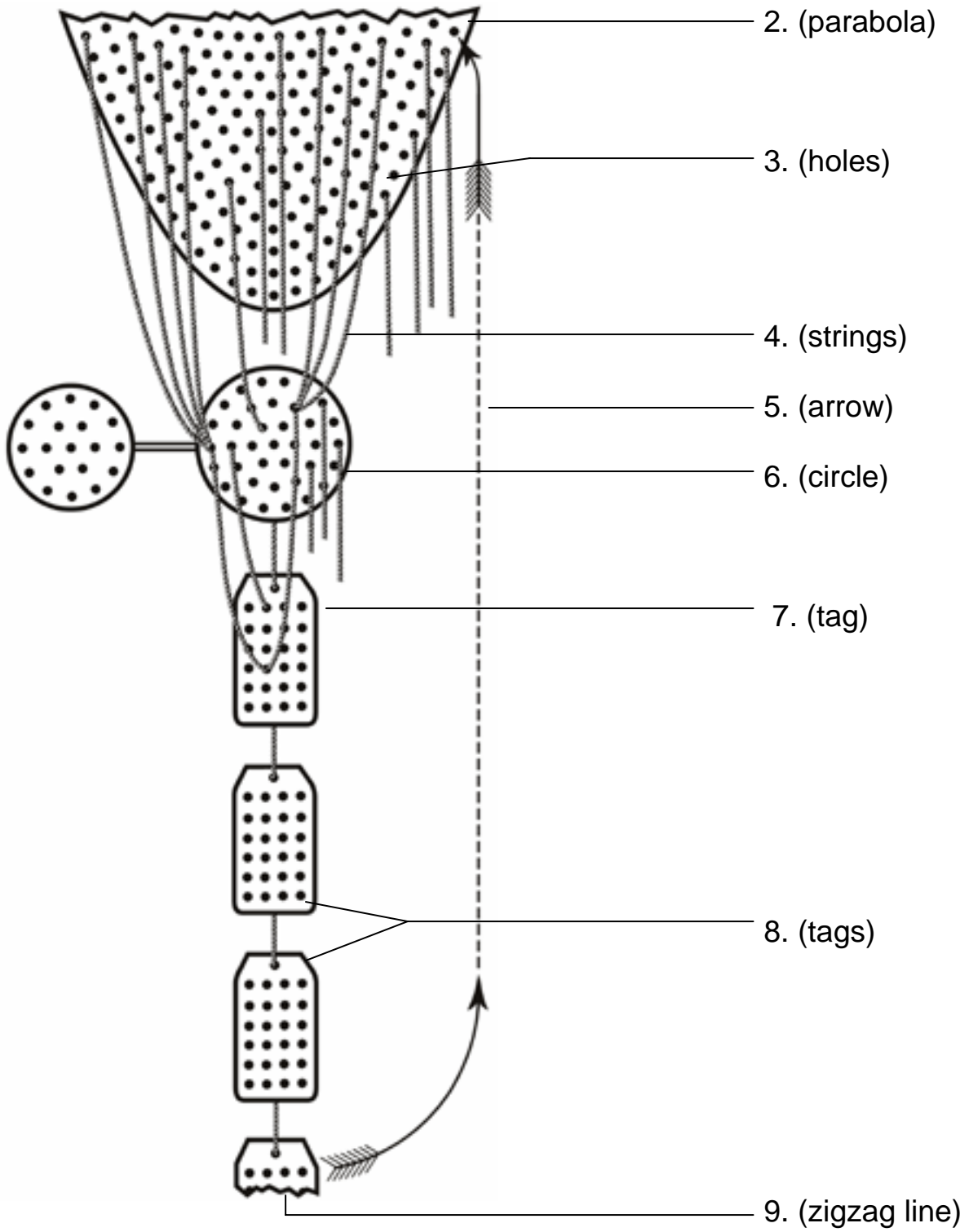
6.

7.

8.

9.

The Structural Differential



Matching: Select the best response for each term. (2 points each)

10. ____ identification	a. you can't say everything; more can be said
11. ____ semantic reaction	b. things change over time
12. ____ etc.	c. things happen in accordance with a particular sequence of events
13. ____ order	d. the relationships between different things, events, items, etc.
14. ____ indexing	e. total response of an organism to a stimulus as it relates to meaning
15. ____ abstract	f. when you attribute the results of your own nervous system as if the results were actually 'out there'
16. ____ projection	g. when you equate your evaluation of something with the something itself
17. ____ dating	h. your nervous system selects and rejects only part of what's there to be experienced
18. ____ structure	i. people who are classified with the same label should be differentiated and not considered to be 'the same'
19. ____ time-binding	j. a unique capability of humans

20. Explain the difference between an *extensional* and an *intensional* orientation. (4 points)

21. From all of the anecdotes, quotes, videos, stories, etc. that we've discussed in class or that you've read about, select one that reflects an important principle of general semantics. Explain the principle and why you feel it is important. (5 points)

EXTRA CREDIT: Did you turn in 5 questions for possible extra credit? YES NO