

Assignments for Week 4

*Some questions may have multiple correct answers.
Please select multiple correct answers as the case may be.*

1. Which of the statements are correct:
 - Both abstraction and representation takes subjects from reality
 - abstraction present the subjects in way that is different from the way they are viewed in our reality
 - None of abstraction and representation takes subject from reality.
 - Representationalism takes subject from reality but abstraction does not.

2. Which of the following art lack objective meaning and must therefore be interpreted entirely by the spectator?
 - Realism
 - Minimalism
 - Impressionism
 - Cubism
 - Idealism

3. 3. Which structure unfolds events?
 - Conceptual
 - Narrative
 - Classificatory
 - Symbolical

4. Which of the following is true?
 - Humans tend to perceive elements moving in the same direction as being more related than elements that move in different directions.
 - Humans tend to perceive elements moving in different directions as being more related than elements that move in same directions.
 - Humans tend to perceive elements moving in the same direction as being more related than elements that are stationary.
 - Humans tend to perceive elements stationary as being more related than elements that are moving in same direction.

5. In which visual criteria for classification amongst two elements one element is absent visually?
 - Similies
 - Contextual methophors
 - Hybrids
 - None

6. Which of the following are structural design of an advertisement?
- Replacement
 - Reproduction
 - Fusion
 - Jeopardization
7. What is the acronym VME stands for in Royce's Model?
- Visual Metaphor Elements
 - Visual Message Elements
 - Visual Message Encoders
 - Visual Meaning Elements
 - Visual Meaning Encoders
8. What is it called, when additional substantive information that is not present in one of the modes is added by the other?
- Congruent semiotic metaphor
 - Parallel semiotic metaphor
 - Substantive semiotic metaphor
 - Divergent semiotic metaphor
9. "The man has hidden the jewellery, which was not right thing to do" - this is a case of:
- Extension
 - Enhancement
 - Elaboration
 - Exploration
10. Which of the following statements are correct according to Martinec and Salway (2005)?
- Equal status is achieved if image and text are dependent
 - Unequal status achieved if the text subordinate to image
 - Projection is a part of logicosemantic relation
 - Enhancement could not be temporal
11. The degree to which an element draws attention to itself is related to:
- Connection
 - Disconnection
 - Saliency
 - Triptych