

Final Quiz Study Guide

You will be given the final exam as a take-home exam on May 4. The Final Exam essays and the second portion of the Glossary MUST be turned in by Wednesday, May 11. Please remember that your glossary is a document that is unlike notes in that it should provide definitions of words, phrases, and terms, whereas your notes will include reflections and transcriptions on texts and lecture presentations.

Key Terms

Syntax	Type	Signified
Semantics	Semantic unit	Sign
Pragmatics	Genre	Acoustic image
Prominence	Style	Concept
Intertextuality	Stereotype	Materials of mythic speech
Intratextuality	Institution	Semiological chain
Paratext	Ideology	Meta language
Paralanguage	Discourse	Code
Appropriation	Myth	Decoding
Cultural appropriation	Paradigm	Narrative
Langue	Form	Narrowcasting
Parole	Mythology	Product placement
Convention	Semiology	Neuromarketing
Token	Signifier	

Conceptual Structures Relevant to the Problem of Cultural Appropriation (Pritchard)

Normal vs. oppositional	Western vs. Non-Western	Authentic vs. inauthentic
Individualism vs. self-destructive	Indigenous vs. modern	Modernity vs. primitivism
Inside body vs. outside body	Maori-ness vs. European-ness	Ornamentation vs. cultural property
Corporeal vs. material	Pure vs. impure	
Belonging vs. mis-appropriating	Pre-colonial vs. post-colonial	

Readings & Viewings

Hall Chapters 5 - 8	Barthes, <i>Myth Today</i>
Barnet Chapters 3 & 4	Hall, <i>Encoding and Decoding</i>
Understanding Visual Analysis	Berger, <i>Ways of Seeing</i>
Pritchard, <i>Essence, Identity, Signature</i>	Chute, <i>The Texture of Retracing</i>
Palmer and Tano, <i>Mokomakai</i>	Frontline, <i>The Persuaders</i>
Barthes, <i>The Death of the Author</i>	

Questions to Prepare For

Explain Barthes' concept of myth and how it relates to language. What are the second and third orders of signification? What does myth do that language does not? How does myth naturalize culture?

Review the concepts of symbol, index, icon, metaphor, metonym, and synecdoche.

Review the concepts of connotative and denotative meaning.

Review your notes on Julie Shafer's class presentation. Consider how she told the story of her work, and thereby began to build its myth.