

6. In my article, “Response Side Semantics,” what problem do I discuss and what do I advocate as a possible response to that problem? (4 points)

7. What is the primary difference we discussed between the objectives of Ad/PR (“strategic communications”) and Journalism? (4 points)

8. In the article, “Using GS Principles in the Basic News Reporting Classroom,” the authors present a diagram or model that is similar to the structural differential, but different. Describe any one of the differences between their “Human Perception Model” and Korzybski’s structural differential. (4 points)

9. What is meant by the term “word magic”? Give an example. (4 points)

10. In one of the clips we watched from “The Paper,” what caused the Penn State student newspaper’s circulation to increase by almost 30%? (4 points)

From the following terms, select four. For each of the terms you select, a) give a brief definition of the term, then b) explain how it relates to another term on the list. Do not use a term more than once. (5 points each)

Abstract Conditionality Consciousness of abstracting Dating Delayed reaction Differences among similarities, similarities among differences Etc. (et cetera) Evaluate Hyphen Identification IFD disease (Idealism-Frustration-Demoralization)	Indexing Multiordinal terms Multi-causality Objectify Order Organism-as-a-whole-in-environments Predictability Projection Quotes Semantic reactions Structure Two-valued vs multi-valued orientations What Is Going On
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11.

12.

13.

14.

Explain the relevance of each of the following quotes to general semantics. (5 points each)

15. "The only man who behaves sensibly is my tailor; he takes my measure anew each time he sees me, whilst all the rest go on with their old measurements and expect me to fit them."

16. "We see what we see because we miss all the finer details."

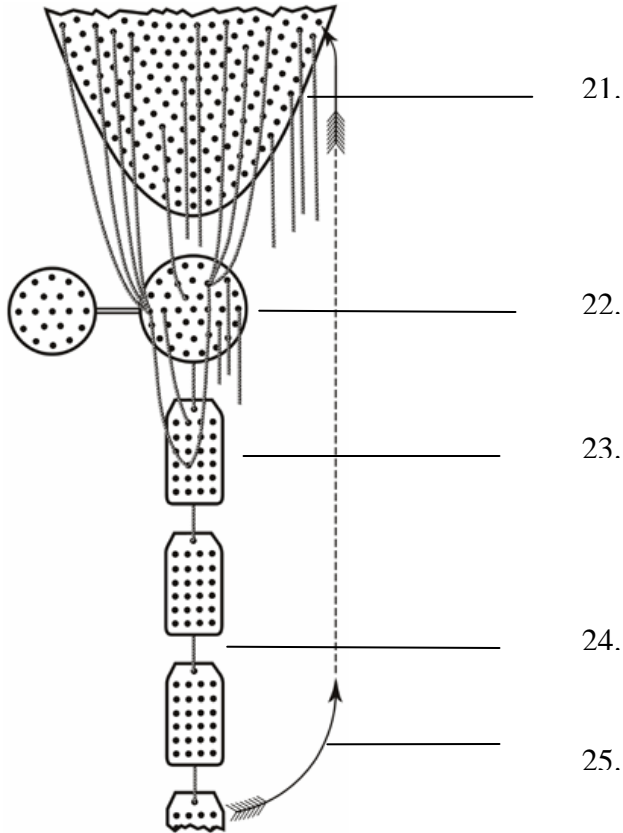
17. "We discriminate against people to the degree we fail to distinguish between them."

18. "All our knowledge has its origins in our perceptions."

19. "The map is not the territory."

20. "You don't get meaning; you respond with meaning."

Label and briefly describe the 5 major components of the following diagram. (2 points ea)



BONUS: Consider the cartoon below (*NY Times*, 4/28/07). From a GS perspective, what can you interpret from it? What GS principle does this illustrate? (5 points)

