

NAME: \_\_\_\_\_

JOUR 40970, General Semantics for Mass Communications  
Quiz 1, Spring 2007

MULTIPLE CHOICE (2 points each):

- \_\_\_\_\_ 1. Which is the most appropriate statement about general semantics?
- it's about the study of words
  - it's about choosing the right words to describe the objective world of reality
  - it's about the assumptions underlying symbol systems
  - all of the above
- \_\_\_\_\_ 2. Which is the most appropriate statement about the world 'out there'?
- with more precise language we can accurately describe about the objective world
  - we can talk about general experiences that everybody should feel
  - we can only talk about the world-to-me or the world-to-you
  - we must talk objectively because there is only one world 'out there'
- \_\_\_\_\_ 3. What is significant about a statement such as "*The rose is red*"?
- it implies that *red* exists as a property in the rose
  - it projects the reactions of the observer's nervous system into the world 'out there'
  - it suggests that everybody should see the rose as the same color
  - all of the above
- \_\_\_\_\_ 4. Which of the following statements does *not* apply to a statement of fact?
- only a limited number of factual statements can be made
  - a statement of fact can only be made after an observation or experience
  - a statement of fact is open to interpretation and often leads to disagreement
  - a statement of fact represents a high degree of probability, is close to certainty
- \_\_\_\_\_ 5. Which of the following statements about assumptions and inferences is most correct?
- we must not make assumptions and inferences
  - we must make assumptions and inferences
  - they can only be made before an observation or experience
  - it's important to distinguish between our assumptions and our inferences
- \_\_\_\_\_ 6. An alternative to using polarizing (*either-or, right-wrong, good-bad*) language is:
- to eliminate all forms of the verb "to be"
  - to take care to avoid making assumptions
  - to talk in terms of degrees, with possibilities in between the extremes
  - all of the above
- \_\_\_\_\_ 7. "As words are not the objects they represent, \_\_\_\_\_ alone becomes the only link that connects our verbal processes with the empirical data."
- the map
  - structure
  - orientation
  - intuition

- \_\_\_\_\_ 8. Which activity is part of what we refer to as “*abstracting*” in general semantics?  
a. to select  
b. to construct  
c. to leave out  
d. all of the above
- \_\_\_\_\_ 9. According to Edward Sapir, which statement about language is correct?  
a. the objective world of reality exists irrespective of language  
b. a single universal language is the only hope for avoiding future conflicts  
c. the language we grow up with predisposes us to certain choices of interpretation  
d. feedback affects the language that we use to describe reality
- \_\_\_\_\_ 10. Which of the following statements is most accurate?  
a. words change faster than the world changes  
b. the world changes faster than words change  
c. the survival of a civilization depends upon its people being able to avoid change  
d. our senses are unlimited

11. Select ONE of the following quotations to analyze. Explain how the statement can be demonstrated or validated by referring to the Structural Differential model. (6 points)

“Experience cannot be transmitted as experience: it must first be translated into something else. It is this something else that is transmitted. When it is ‘received’ it is translated back into something that resembles experience.” – Anatol Rapoport

“We see the world as ‘we are,’ not as ‘it is,’ because it’s the ‘eye’ behind the ‘I’ that does the seeing.” – Anais Nin

“You don’t get meaning, you respond with meaning.” – Charles Sanders Peirce

“We see what we see because we miss all the finer details.” – Alfred Korzybski

“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 them to fit me.”

– G. B. Shaw

“One cannot step in the same river twice.” – Heraclitus

Explain each of the items marked on the Structural Differential model that follows. What is the purpose or significance of each item as it relates to the overall purpose of the model? (3 points each)

12. PARABOLA: WIGO, inferred, what we can detect and what we cannot, indefinitely extended, "EVENT Level," what happens

13. HOLES: characteristics, indefinitely many, of the event

14. STRINGS: what we *can* perceive; loose strings denote what's going on that we aren't aware of, aren't paying attention to

15. ARROW: circularity arrow; feedback; learning; our inferences shape our subsequent experiences

16. CIRCLE: "Object Level", the object that we sense, not just what we *see*; not the individual person but the object that is constructed by the individual person's nervous system

17. TAG(1): "Descriptive Level", the first verbal level

18. TAGS: "Inference Levels", inferences, assumptions, judgments, conclusions, etc.; not necessarily differentiated by labels (not inference then judgment, etc.)

19. ZIGZAG LINE: implies the inferencing process can continue indefinitely, *etc.*