



# **MASENO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2011/2012**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN LINGUISTICS  
(HOMABAY CAMPUS & CITY CAMPUS)**

### **ALN 807: SEMANTICS AND SEMIOTICS**

*Date: 17<sup>th</sup> April, 2012*

*Time: 9.00 – 12.00 noon*

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**HOMA BAY CAMPUS/ KISUMU CAMPUS**

**ALN 807: SEMANTICS AND SEMIOTICS**

**INSTRUCTIONS: ANSWER THREE QUESTIONS. AT LEAST ONE FROM EACH SECTION.**

**SECTION A**

- Q 1. Assess the Principle of Compositionality and evaluate its applicability in the analysis of idioms (20 mks)
- Q 2. Distinguish between implicature and presupposition in Semantics (20 mks)
- Q 3. Citing diachronic factors, evaluate the statement that meaning is constantly changing (20mks)

**SECTION B**

- Q 4. Discuss language as a semiotic system using C.S. Pierce's and Ferdinand de Saussure's conceptualization of signs (20 mks)
- Q 5. "Semiotics are translated from one into the other as social processes unfold" (Iadema, 2003). Assess the validity of this statement with regard to Rick Iadema's conceptualization of visual communication (20 mks)
- Q 6. Critically evaluate the claim that semiotics is a behavioral theory (20 mks)