

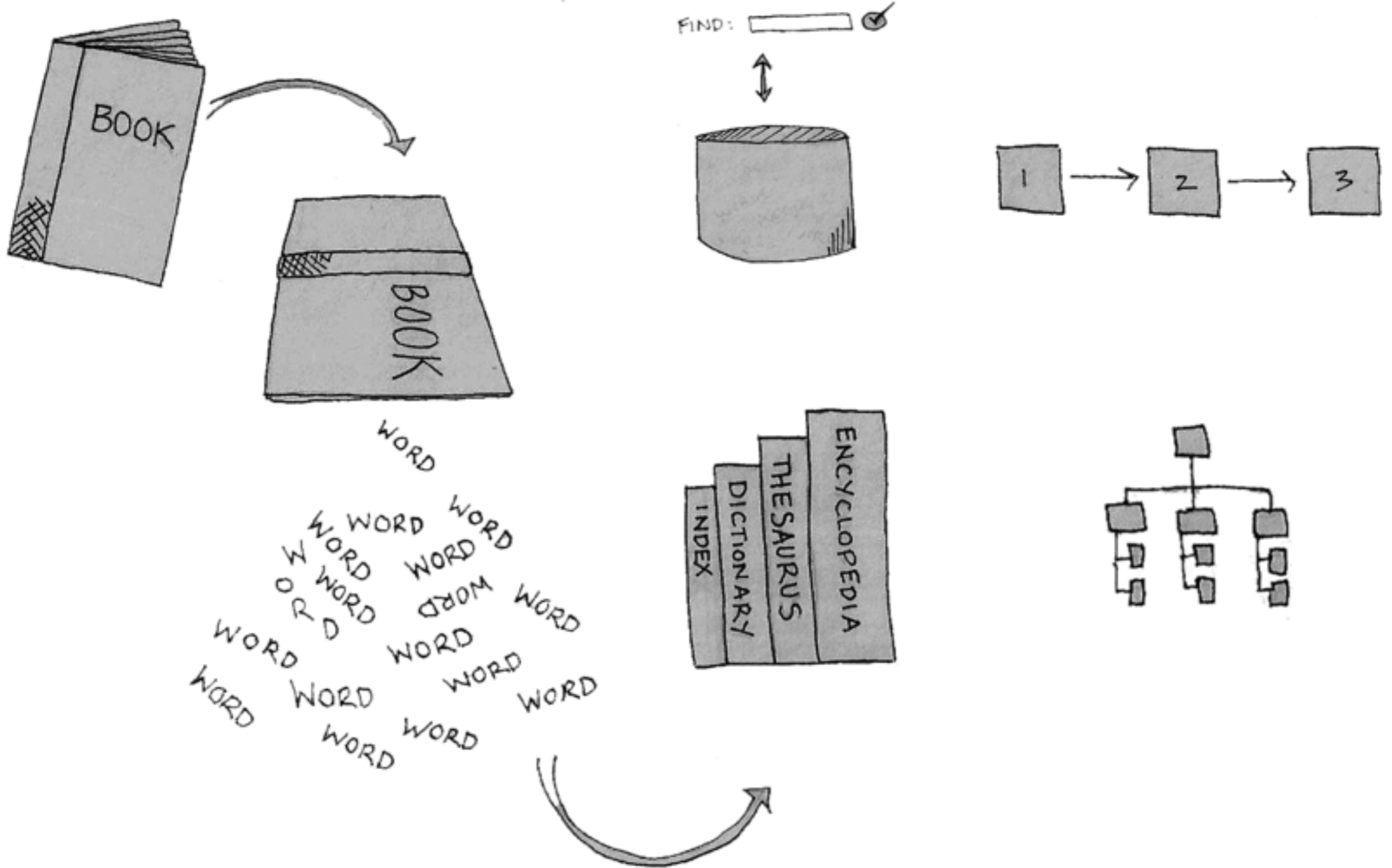
# HELLO!

- Come in quietly and take any seat except the one you had last week
- Fill out a survey: <http://bit.ly/ThesisCheckin>)
- Sit quietly and breathe deeply until we start

# QUESTIONS

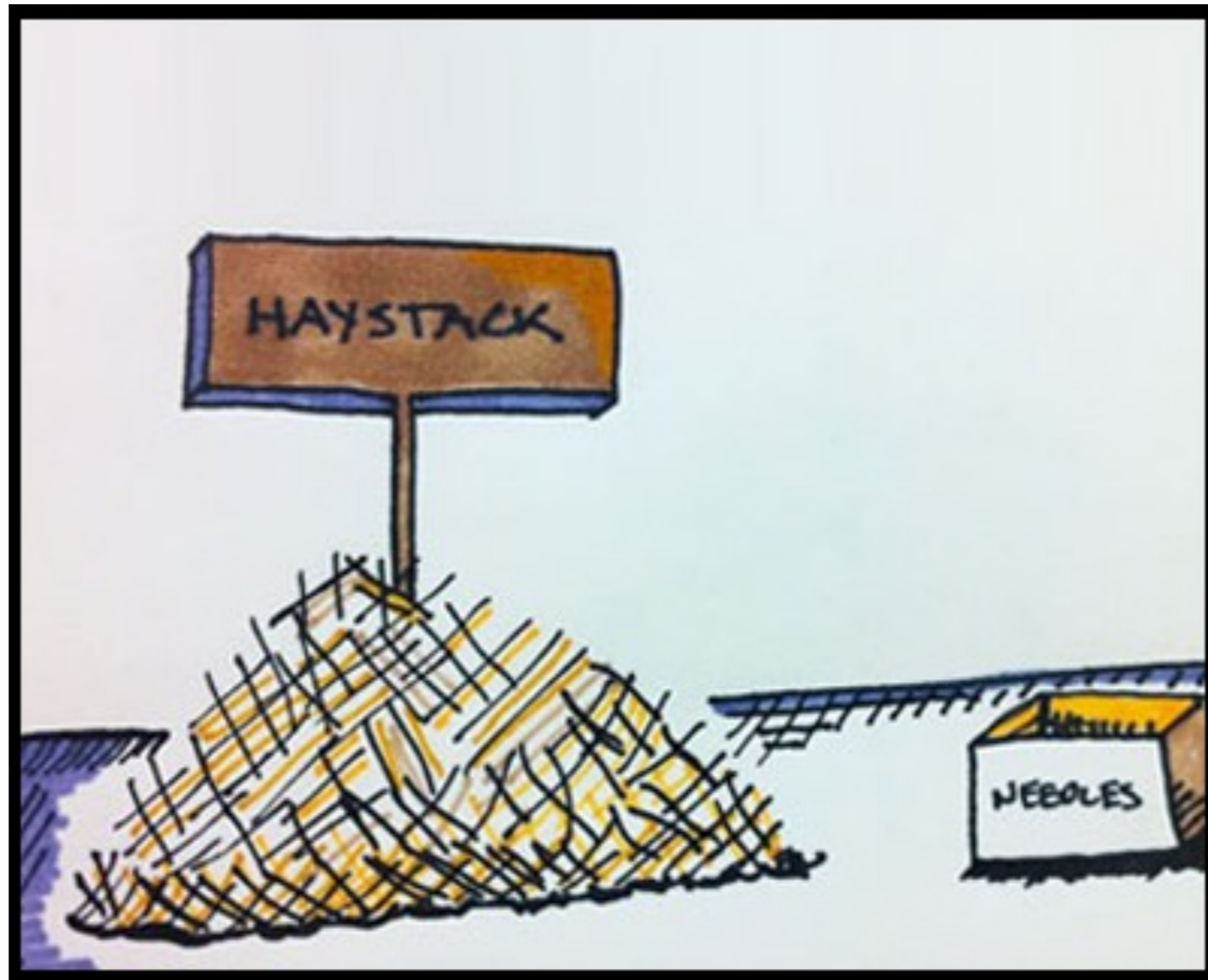
- What came up since we met last?
- What questions do you have that warrant group discussion?

# LAST WEEK



# 10

**HOW TO DISCUSS  
CATEGORIZATION,  
SORTING & LABELING**



# SIGNIFIER & INTERPRETANT

## Syntactics

The grammatical  
construction of the signifier

**"HOLY GUACAMOLE!" SAYS THE SIGNIFIER**

## Semantics

What a signifier denotes to an  
interpretant

**"HMM...GUACAMOLE IS EASY TO  
MAKE, THE INGREDIENTS ARE RIGHT  
THERE." THINKS THE INTERPRETANT**

# PERCEPTION IS 9/10 OF THE LAW

## Denotation

The strict definition

“GUACAMOLE IS A DISH OF MASHED AVOCADO MIXED WITH CHOPPED ONION, TOMATOES....”

## Connotation

The emotional association of the interpretant

“GUACAMOLE IS SOMETHING I LIKE TO EAT WITH FRIENDS”

# RELATIONSHIPS CAN BE...

## Equivalent

Synonyms, Acronyms, Slang, Variants

“GAUC = GUACAMOLE = GAUCAMOLE”

## Hierarchical

Divisions and relationships of things

“AVOCADOS, TOMATOES, ONIONS,  
LIMES CILANTRO ARE PART OF  
GUACAMOLE”

## Associative

Related things

“CHIPS GO WITH GUACAMOLE”



# 5 WAYS WE CLASSIFY THINGS...

- **Personality:** What is it *about*? “DIPS”
- **Matter:** What is it (not) made of? “VEGETARIAN, GLUTEN FREE”
- **Energy:** What are the related processes or activities? “RECIPES”
- **Space:** Where does it exist or happen? “MEXICAN CUISINE”
- **Time:** When does it exist or happen? “APPETIZERS”

# **THOUGHTS TO CONSIDER FOR YOUR THESIS**

# WHAT IS YOUR BAGGAGE?

- Who *are* you?
- What is your reason for picking this topic?
- What does this all *mean* to you?
- How does that impact your choices of language and structure?
- What is the semantic argument you are attempting to make with what you are presenting?
- Have you carefully considered the possible connotations of your work?
- How could your language or structures be improved to better consider semantic equivalence, hierarchy or association?

**QUESTIONS?**

# DISCUSS THE FOLLOWING WITH YOUR PEER REVIEWER

- Who *are* you?
- What is your reason for picking this topic?
- What does this all *mean* to you?
- How does that impact your choices of language and structure?
- What is the semantic argument you are attempting to make with what you are presenting?
- Have you carefully considered the possible connotations of your work?
- How could your language or structures be improved to better consider semantic equivalence, hierarchy or association?

# PARTNERS

Oscar	Adam
Adem	Belen
Isioma	Leila
Chelsea	Jon
Judy	Lijia
Tahnee	Long
Roya	Natsuki
Panisa	Marianna
Eden	Souvik
Lou	Ziyun

# THEN, IT'S GO TIME...

- **On April 11:** A fully designed draft is due electronically for critique.
  - We will use dropbox for this (Jon and Leila will coordinate)
  - We will be doing a full class critique/preview of the books.  
Please come ready to tell us what you would like feedback on.
- **By April 18:** You will have hit print\*

\* unless you are the ONE PERSON who asked for an extension