“Representation, Reality, and Popular Culture: Semiotics and the Construction of Meaning”

C. Geraghty

1. What is semiotics? What is representation? (46)
2. What are the “significant principles” that Geraghty speaks of? (47)
3. How do things like abstraction, convention, and construction work in how we make meaning? (47)

Geraghty looks at three forms of media as case studies: photography, soap operas, and factual entertainment:

**Photograph**
4. In analyzing a photograph, Geraghty wants to stress two points in particular. What are they? (51)
5. What role does Barthes give to the audience according to Geraghty? (51)

**Soap Operas**
6. The complaint that “women are not really like this” rests on a number of assumptions. Name them. (52)
7. Why does Pollock argue that “one needs to study the meanings signified by women in images”? (53)
8. How does feminine discourse affect the audience’s role? (54)

**Factual Entertainment**
9. What is Factual Entertainment? (55)
10. How does construction and fiction work in these types of programs? What about talk shows? What about reality TV? (56-57)
11. How do audiences respond to these kinds of shows? (57)