

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.A. DEGREE EXAMINATION – PHILOSOPHY****SECOND SEMESTER – APRIL 2023****PPL2CD01 – PHILOSOPHY OF HUMAN COMMUNICATION**

Date: 28-04-2023

Dept. No.

Max. : 100 Marks

Time: 09:30 AM - 12:30 PM

SECTION A – K1 (CO1)**Answer ALL the questions****(5 x 1 = 5)**1. **Match the following**

a)	Human communication is	Intrapersonal
b)	Hypodermic-needle theory	Symbolic
c)	Communication with oneself	Cultural identity theory
d)	Avowal and ascription of identity	Receiver
e)	Sender	Magic bullet

SECTION A – K2 (CO1)**Answer ALL the questions****(5 x 1 = 5)**2. **MCQ**

- a) “Communication refers to the _____ [*potency, process, power*] of human beings responding to the _____ [*symbolic, psychological, social*] behaviour of other persons.”
- b) In *Information-Integration Theories* of the communicator, _____ (attitudes, fortitudes, beatitudes) are predispositions to act in a positive or negative way toward some object.
- c) Describe any two categories of signs according to Charles Sanders Peirce.
- d) In *Identity Theories* of “Self as a Social Object”, _____ (organizational others, orientational others, ordering others) or ‘*significant someones*’ are particularly influential in a person’s life.
- e) Sociocultural theories focus on how _____ [*connections, behaviours, identities*] are established through interaction in social groups and _____ [*cultures, religions, organizations*].

SECTION B – K3 (CO2)**Answer any THREE of the following in 300 words****(3 x 10 = 30)**

3. Explain in detail any four forms of communication and give an example for each of them.
4. Highlight the influence of the ‘internal anchor point’ (*significant someone*) in the context of the “Social Judgment Theory” of the communicator.
5. Write a note on the ‘Biophysiological Embodiment Theories’ of the communicator.
6. Write a note on the three possible message-design logic.
7. Comment on the two-step flow hypotheses of the effects tradition of the Medium.

SECTION C – K4 (CO3)

Answer any TWO of the following in 500 words (2 x 12.5 = 25)

8. Examine the phenomenological tradition of communication.
9. Write an essay on the Aristotelean rhetorical techniques of *Logos*, *Ethos* and *Pathos* employed in effectively delivering the message in movies.
10. Critically examine the ‘transportation theory’ of the Medium.
11. Evaluate the ‘agenda setting theory’ of the medium.

SECTION D – K5 (CO4)

Answer any ONE of the following in 750 words (1 x 15 = 15)

12. Using examples from any movie, explain the Semiotic tradition of communication. How does this movie use the techniques of *scene composition*, *camera work* and *sound effects* to convey specific messages?
13. Discussing the ‘New Medium Theory’ of the Medium, argue how “Social Interaction” and “Social Integration” have changed with the advent of the internet and social media.

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words (1 x 20 = 20)

14. Critically analyse the short, animated movie “The Box” from the point of view of the critical tradition of communication. How is the movie relevant for you to reflect on the issue of ‘displacement and migration of children’ in today’s society.
15. Critically evaluate the theory of the ‘Social Construction of Reality’ of the Message. Giving an example from the storyline (message) of any recent movie, argue whether you agree or disagree with this theory.

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