



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – PHILOSOPHY

THIRD SEMESTER – NOVEMBER 2016

PL 3877 – HUMAN COMMUNICATION

Date : 25/10/2016
Time : 09:30-12:30

Dept. No.

Max. : 100 Marks

PART A

Answer the following (6 x 6=36)

1. Define the phenomenon of communication?
2. Bring out the underlying assumptions in defining human communication.
3. Explain the following concepts:
Stimuli, Intentional, Situation, Process, Transmission and Commonality
4. Explain the types of scholarship in studying communication.
5. What does the Cybernetic Tradition stand for?
6. Briefly explain Anxiety/Uncertainty management theory.

PART-B

Answer the following 4 x 16 = 64 Marks

7. **A.** Define theory in the context of communication and explain its functions. **(08 Marks)**
B. Explain Lasswell's model. **(08 Marks)**

OR

- C.** Bring out the significance of Shannon's and Weaver's models. **(16 Marks)**
8. **A.** Critically evaluate Roland Barthes' Semiotics with examples. **(08 Marks)**
B. Elucidate the points that Cheris Kramarae raises in Muted Group Theory (MGT). **(08 Marks)**

OR

- C.** Explain the Face Negotiation of Stella Ting Toomey and apply it to a multicultural context. **(16 Marks)**
9. **A.** Who is McLuhan and what are his contributions in the field of Media Studies? **(16 Marks)**
- B.** Elaborate Stuart Hall's view on critical cultural studies. **(16 Marks)**

10. **A.** Explore and explain the trends and implications of Globalization and New Media. **(16 Marks)**

OR

- B.** Critically evaluate the coordinated Management of Meaning (CMM) theory. **(16 Marks)**
