



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – PHILOSOPHY

2 SEMESTER – APRIL 2024

PPL2CD01 – PHILOSOPHY OF HUMAN COMMUNICATION

Date: 24-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Match the following

a)	Human Communication is	Computer-mediated
b)	Magic bullet	people mute their opinions
c)	Cultural Identity Theory	hypodermic-needle theory
d)	Spiral of silence	avowal and ascription
e)	Communication between people via computers	Symbolic

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 MCQ (Write the correct answer)

a)	“Communication refers to the _____ [<i>potency, process, power</i>] of human beings responding to the _____ [<i>symbolic, psychological, social</i>] behavior of other persons.”
b)	Sociocultural theories focus on how _____ [<i>connections, behaviours, identities</i>] are established through interaction in social groups and _____ [<i>cultures, religions, organizations</i>].
c)	In interaction with others, we must rely on an internal _____ [<i>sign, anchor, trait</i>] or reference point called _____ (<i>significant someone, scientific signs, social someone</i>).
d)	New Medium Theory: “We interact not so much with other people but with the _____ itself. [<i>message, medium, meaning</i>].
e)	Agenda setting in the media seems to operate through a process of _____ (<i>silencing, priming, shouting</i>).

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

3	Explain in detail any four forms of communication and give an example of each.
4	Discuss the significance of “Trait Theories” in studying ‘the communicator’.
5	Highlight the influence of the ‘internal anchor point’ (<i>significant someone</i>) in the context of the “Social Judgment Theory” of the Communicator.
6	Write a note on the “Cultural Identity Theory” of the Communicator and discuss the process of <i>avowal</i> or <i>ascription</i> in affirming identities.
7	Write a short note on the ‘two-step flow hypothesis’ of the effects tradition of the Medium.

SECTION C – K4 (CO3)**Answer any TWO of the following in 200 words each.****(2 x 12.5 = 25)**

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| 8 | Write an essay on the phenomenological tradition of communication. |
| 9 | Critically analyse the difference between ‘Communibiology’ and ‘Communicology’ in “Embodiment Theories. |
| 10 | Write an essay on the ‘spiral of silence theory’ in shaping public opinion by the media. |
| 11 | Compare and contrast the ‘first media age’ and ‘second media age’. |

SECTION D – K5 (CO4)**Answer any ONE of the following in 500 words****(1 x 15 = 15)**

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| 12 | Using examples from any recent movie, explain the Semiotic tradition of communication. How does this movie use the techniques of <i>scene composition</i> , <i>camera work</i> and <i>sound effects</i> to convey specific messages? |
| 13 | Describing the Coca-Cola pesticide controversy, elaborate on the use of the ‘two-step-flow theory’ employed in diffusing the fear of the customers through the Amir Khan Coca-Cola advertisement. |

SECTION E – K6 (CO5)**Answer any ONE of the following in 1000 words****(1 x 20 = 20)**

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| 14 | Applying the Sociopsychological Tradition of Communication to the short movie “Speak,” discuss how we are ‘stressed to look happy’ with peer pressure in today’s social networking age. |
| 15 | Illustrate the ‘agenda setting’ operative in Indian TV news channels with an example of a current issue in India. Critically analyse the three-part process of media agenda, public agenda and policy agenda this issue has gone through. |

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