



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION – PHILOSOPHY**

**FIRST SEMESTER – NOVEMBER 2016**

**16PPL1MC03 – PHILOSOPHY OF HUMAN COMMUNICATION**

Date: 25-10-2016  
Time: 9:30-12:30

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer All the questions**

**(6 x 6 =36 Marks)**

1. What is communication?
2. Explain McLuhan's concepts of Global Village, Hot & Cool Media.
3. What is critical conceptualization according to Frank Dance?
4. Distinguish New Media from Mass Media.
5. Bring out the significance of the Semiotic Tradition.
6. Can a personality structure be compared to a multilayered onion?

**PART-B**

**Answer All the questions**

**(4 x16 =64 Marks)**

7. **A.** What is theory? Explain its functions. **(08 Marks)**  
**B.** Explain Schramm's model. **(08 Marks)**

**OR**

- C.** Bring out the significance of Shannon's and Weaver's models. **(16 Marks)**

8. **A.** What is a basic model of inquiry? **(08 Marks)**  
**B.** Explain the five major concepts of the hypothetico-deductive method. **(08 Marks)**

**OR**

- C.** Enumerate the changing historical context for the emergence of Media Theories. **(16 Marks)**

9. **A.** Who is McLuhan and what are his contributions in the field of Media Studies? **(16 Marks)**

**OR**

- B.** Explain either Frankfurt School of Theory or the Agenda-setting Theory. **(16 Marks)**

10. **A.** Critically evaluate the theory of Technological Determinism. **(16 Marks)**

**OR**

- B.** What are the changing trends and implications of Globalization and New Media? **(16 Marks)**

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