



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **NOVEMBER 2018**

18PPL1MC03 – PHILOSOPHY OF HUMAN COMMUNICATION

Date: 27-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

Answer all the questions

(6 x 6=36 marks)

1. How does Griffin define communication?
2. What are the differences between dialectic and rhetoric?
3. Briefly discuss 'selfie deaths.'
4. What are the various ways of responding to fake news?
5. Explain strategic deception.
6. State the difference between social media and mainstream media.

PART-B

Answer the following questions

(4 x 16=64 marks)

7. A) Highlight the meaning of logical, ethical and emotional appeals in rhetoric.

OR

B) Media and globalization are inseparable. Discuss.

8. A) Analyze the tension between social media and mainstream media in setting agenda for the public.

OR

B) Analyze any media text that you are aware of applying media semiotics.

9. A) Bring out the key features of Interpersonal Deception Theory?

OR

B) Discuss the important features of Coordinated Management of Meaning (CMM)?

10. A) Bring out the features of Social Penetration Theory using the onion metaphor.

OR

B) Bring out the major features of Genderlect styles.

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