



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.A. DEGREE EXAMINATION – PHILOSOPHY

SECOND SEMESTER – APRIL 2025



PPL2CD01 – PHILOSOPHY OF HUMAN COMMUNICATION

Date: 22-04-2025

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)	Rhetorical	People mute their opinions
b)	Sender	Opinion leaders
c)	Spiral of silence	One of the traditions of communication
d)	Message-design logic	One of the elements of communication
e)	Two-step flow theory	Expressive, conventional, rhetorical

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 MCQ (Write the correct answer)

a)	“Communication refers to the _____ [potency, process, power] of human beings responding to the _____ [symbolic, psychological, social] behaviour of other persons.”
b)	Sociocultural theories focus on how _____ [connections, behaviours, identities] are established through interaction in social groups and _____ [cultures, religions, organizations].
c)	In interaction with others, we have to rely on an internal _____ [sign, anchor, trait] or reference point called _____ (significant someone, scientific signs, social someone).
d)	New Medium Theory: “We interact not so much with other people but with the _____ itself. [message, medium, meaning].
e)	_____ theory describes what happens when people get lost in the narrative world. [Transportation, Spiral of Silence, Agenda Setting]

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	Highlight the influence of the ‘internal anchor point’ (significant someone) in the context of the “Social Judgment Theory” of the Communicator.
5	Explain any four differences between first media age and second media age.
6	Discuss the significance of “Ethical Tradition” in communication.
7	Comment on the ‘avowal’ and ‘ascription’ processes involved in the “Cultural Identity Theory” of the Communicator.

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each. (2 x 12.5 = 25)

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| 8 | Critically analyse the difference between ‘Communibiology’ and ‘Communicology’ in “Embodiment Theories. |
| 9 | Write a note on the phenomenological tradition of communication. |
| 10 | Write a note on the ‘spiral of silence theory’ in shaping public opinion by the media. |
| 11 | Elaborate on the relevance of the critical tradition of communication in the Indian context. |

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words (1 x 15 = 15)

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| 12 | 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. |
| 13 | Briefly mention the plot (story) of the play “The Book of Mormon” enacted in the Department recently and elaborate on the rhetorical aspects of logos, ethos and pathos in this play. |

SECTION E – K6 (CO5)

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

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| 14 | Critically evaluating the two ‘Identity Theories’ (i.e., ‘Self as a Social Object’ and ‘Cultural Identity Theory’), explain their relevance to your life in constructing your personal identity. |
| 15 | Illustrate the ‘agenda setting’ operative in Indian TV news channels with an example of a recent 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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