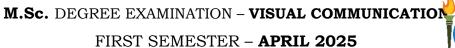
LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034





PVC1MC01 - UNDERSTANDING HUMAN COMMUNICATION

Date: 23-04-2025	Dept. No.	Max. : 100 Marks
Time: 09:00 AM - 12:00 PM		

	SECTION A – K1 (CO1)			
	Answer ALL the questions $(5 \times 1 = 5)$			
1	Fill in the blanks			
a)	Transactional Models of communication view the process as rather than linear.			
b)	Reciprocal Altruism involves helping others with the expectation of future			
c)	Visual Communication relies on the use of, symbols, and			
d)	Public Communication is often structured and planned for a audience.			
e)	Infodemiology studies how spread and affect populations.			
SECTION A – K2 (CO1)				
	Answer ALL the questions $(5 \times 1 = 5)$			
2	Fill in the blanks			
a)	The Shannon-Weaver Model is often referred to as the model of communication.			
b)	Cultural Evolution affects how communication practices and evolve over time.			
c)	Literacy refers to the ability to read and			
d)	Nonviolent Communication focuses on expressing needs and without harm.			
e)	Information Scent refers to the cues that guide users to			
	SECTION B – K3 (CO2)			
	Answer any THREE of the following $(3 \times 10 = 30)$			
3	Discuss the differences between denotation and connotation in semiotic analysis, using relevant			
	examples.			
4	Explain the concept of proxemics and discuss how personal space varies across different cultures.			
5	Explains how new ideas or technologies are adopted and spread across networks, including social			
	media.			
6	What is Signaling Theory in communication? Give an example.			
7	Discuss the concepts of Cooperative Behavior and Reciprocal Altruism in evolutionary communication			
	SECTION C – K4 (CO3)			
	Answer any TWO of the following $(2 \times 12.5 = 25)$			
8	Describe the steps involved in the perception process and explain how each step contributes to			
	understanding a message.			

9	What are the common barriers to group communication, and how can they be overcome to ensure			
	smooth group dynamics?			
10	Critically evaluate the relevance of the Helical model of communication in today's evolving digital			
	communication landscape.			
11	Analyze the role of ethics in communication. What principles guide ethical communication, and how			
	can communicators ensure they are adhering to these principles?			
SECTION D – K5 (CO4)				
	Answer any ONE of the following $(1 \times 15 = 15)$			
12	Discuss the concept of Information Foraging. How does it relate to user behavior in digital			
	environments?			
13	Describe Johnson's Model of information-seeking behavior. What are its main components and how do			
	they interact?			
	SECTION E – K6 (CO5)			
	Answer any ONE of the following $(1 \times 20 = 20)$			
14	Critically assess the role of rhetoric in shaping public opinion and influencing decision-making. How			
	do different rhetorical strategies affect the audience's perception and response?			
15	Critically evaluate the role of semiotics in popular culture. How do semiotic theories explain the			
	creation and interpretation of cultural symbols in music, fashion, and social media?			

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