

ENTRANCE EXAMINATION – 2016
Ph.D. (Communication)

Maximum Marks: 75

Duration: 2 hours

GENERAL INSTRUCTIONS:

- A) Please read the instructions for each section carefully.**
B) Please return the answer book to the invigilator

SECTION ONE: THEORY & CONCEPTS

PART A

Please answer any ONE of the following in about 750 words (15 marks)

1. Examine the connection between public sphere and the emergence of nationalism in early twentieth century colonial India. Compare and contrast the public sphere in India with Habermas historical understanding of public sphere in Europe.
2. Communication for social change embeds at least three dominant theories/approaches. Comment critically on two such theories and approaches and specifically mention their limitations.
3. Marshall McLuhan and Raymond William are often seen as representing two ends of an ideological divide. What are their key ideas and how do they differ?

PART B

Please answer any TWO of the following in about 200 words (2x5=10 marks)

1. Death of the author
2. Reductionism and Objectification
3. Cultivation theory
4. Media and ideology
5. Media ecology

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SECTION TWO: METHODOLOGY

PART A

Please answer any ONE of the following in about 750 words (15 marks)

1. What do we understand by administrative and critical research in Communication? With at least two examples explain the differences.
2. Scholars often speak of the “anthropological turn” in communication studies. What does this mean in terms of the kinds of questions that communication researchers ask and the tools they employ to answer them?
3. Suppose you are asked to carry out a research on how different sections of viewers in a major metropolis have reacted to the coverage of the recent elections. Suggest a research design adopting a mixed methods approach.

PART B

Please answer any TWO of the following in about 200 words (2X5=10 marks)

1. Measures of central tendency
2. Correlation and causation
3. Text as process and object
4. Ethics of ethnography
5. Sample size and sampling error

SECTION THREE

Please write in about 1000 words a synopsis of the research project you propose to undertake for your doctoral research. Your synopsis must include:

- a) Clear statement of the problem
- b) Rationale for selection of the topic
- c) Research objectives, and
- d) Methodological strategies for data collection & analysis

If called for an interview you will be expected to defend your proposal. (25 marks)

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