

ENTRANCE EXAMINATION – 2017**Ph.D. Communication****Max. Marks : 80****Duration : 2 hours****General Instructions**

- This paper has three sections. Answer questions from all the three sections.
- Please read the instructions carefully for each section.
- All the Answers are to be answered in a Answer Book provided.
- Please return the answer book to the Invigilator at the end of the examination.

Section I: Theory and Concepts**Part A**

Please answer any one of the following in about 750 words.: (15 marks)

1. Large-scale efforts by governments and multilateral agencies at bringing about targeted social change in the developing countries have used communication as a key component for over five decades. Write an essay discussing the major shifts that have occurred in the way these agencies have conceptualized communication for development, by taking the example of any one domain of development.
2. How does one read a text (film, literary or media text) from a Marxist or from a Freudian perspective? Discuss the similarities and differences between these two analytical approaches.
3. Community media have emerged as a significant alternative globally in a media landscape controlled by either the state or the market. Discuss the different theoretical lenses that one could employ productively to understand the emergence and growth of various community media.
4. The notion of the 'masses' in 'mass media' seems particularly anachronistic in the age of interactivity engendered by new media technologies. How do we understand the complexity of media experiences that people today have in the context of more traditional approaches to media audiences?

Part B

Write short notes on any three of the following in about 200 words each. (3x5=15 marks)

1. Rhizomatic media
2. M4D
3. The Electronic Commons
4. Commodity Fetishism
5. Affect Studies
6. Prosumers

Section II: Methodology**Part A**

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

1. What do you understand by mixed methods research? Describe the different ways in which social science researchers have used this approach.
2. Communication researchers are increasingly using qualitative methods for data collection. Explain in detail any standard approach to analysing such qualitative data.
3. The research question(s) is more important than the methodology. Rather, it is the question that allows for a choice of research methods. Do you agree? Substantiate your answer with at least three examples.
4. With huge investments in communication strategies made by national and international agencies, there is a constant demand for effective *research, monitoring, and evaluation*. How would you differentiate these three processes? Discuss critically some of the main approaches to evaluation that have been used in communication research.

Part B

Write short notes on any three of the following in about 200 words each: (3x5=15 marks)

1. Grounded Theory
2. User generated content
3. Causality
4. PRA
5. SPSS
6. Cluster sampling

Section III: Project Synopsis

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; rationale for selection of the topic; research objectives; and methodological strategy for data collection and analysis.**
(20 marks)

If called for an interview, you are expected to defend your proposal.