

S-82

ENTRANCE EXAMINATION-2018 **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.

Section I: Theory and Concepts

Part A

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

1. Media ownership debates raise the issue of Public Sphere. Discuss the theoretical dimensions of public sphere with respect to the original conception and how it is applied to our understanding of media and communication.
2. Digital media has changed everyday media habits and social relationships. It imperceptibly seeps into diverse cultural milieus in an unobtrusive manner. Narrate the utility and pervasiveness of mobile phone into various spheres of our lives.
3. In the early days of the discipline, there was a clear division between what was called "interpersonal" and "mass" communication. With new media technologies, many scholars maintain that this facile distinction is no longer applicable. Why do you think this is so? What new problematics do new media tools such as WhatsApp and Facebook raise for communication scholars?
4. The discipline of Anthropology of media critiques technological determinism and a purely representational understanding of media. Instead, it emphasizes the constitutive character of media processes and events. Discuss.

Part B

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

1. Induction versus Deduction
2. Hyper Text as Digital Poetry
3. Stuart Hall's Encoding-Decoding Model
4. Active Audiences
5. Vertical Ownership
6. Critical Approach to Media Studies

Section II: Methodology

Part A

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

1. The term "digital humanities" is a label that is often used to describe the application of computational tools to questions that are traditionally explored by scholars in fields such as literature, political science, and even media studies. How do you see the interface between the tools of computing and the critical analysis that humanities scholars bring to their work? What are the methodological possibilities offered by this interaction? Discuss this with reference to a possible question you might explore in media/communication studies.
2. Describe how you might construct a stratified random sample for a study that wishes to examine health information seeking behaviours in an urban population. Also provide the justification for your sampling design. What might be the limitations of such a sampling approach?
3. Delineate the difference between interpretative and scientific approach in Human Sciences. Is ethnography representative of an interpretative approach?
4. Questionnaire is considered as an important tool for data collection. The current media and communication eco-system allows for better approaches for such tools including data capture and analysis. Do you agree? Using a suitable example of media research, provide a basic framework that enlists the components of either offline or online questionnaire.

Part B

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

1. Observant participation
2. Differentiate between probability and purposive sampling
3. Frame analysis
4. Null hypothesis
5. Differentiate between in-depth interview and structured survey questionnaire
6. Phenomenology

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.