ENTRANCE EXAMINATION-2019
Ph.D. (Communication)

Max. Marks: 70   **Duration: 2 hours**

General Instructions

- This paper has three sections. <u>Answer questions from all the three sections</u>.
- Please read the instructions carefully for each section.

Section I: Theory and Concepts

Part A

Please answer any <u>one</u> of the following in about <u>750 words</u>. **(15 marks)**

1. In the 30th year of the publication of Herman and Chomsky's *Manufacturing Consent*, which of the elements of the so-called Propaganda Model do you think are still relevant in our present times? Provide a critical commentary on the model with relevant examples.

2. Discuss the main contours of the 'structure *vs* agency' debate in communication and media studies. How would you negotiate this apparent dichotomy in your role as a communication researcher?

3. Define Cultivation theory / cultivation analysis by George Gerbner. Considering its critique, re-evaluate its applicability to binge-watching in the context of increasing popularity of streaming or OTT platforms such as Prime Video, Netflix, Hulu, Hotstar etc.

4. List four theoretical approaches to understand popular culture. Elaborate on two of them by citing some recent studies.

Part B

Write short notes on any __two__ of the following in about __200 words each__. (2x5=10 marks)

1. Platform capitalism
2. Communicative ecologies
3. Technological determinism
4. Grounded Theory
5. Social Constructionism

Section II: Methodology

Part A

Please answer any __one__ of the following in about __750 words__: (15 marks)

1. What do you understand by frame analysis? Demonstrate how it can be a useful tool in the study of news media taking a specific contemporary example.

2. What methodological innovations in communication studies, if any, have emerged in the study of social media? Present a brief research design for the study of the Twitter feed of major political parties in the recent elections.

3. If one were to use Foucault's idea of the 'archaeology of knowledge' as a method in communication research, how could one go about studying popular discourse on a subject like immigration?

4. What is Survey Research? Write about the advantages and disadvantages of survey research in media academia and media markets.

Part B

Write short notes on any __two__ of the following in about __200 words each__: (2x5=10 marks)

1. Sentiment analysis
2. Cyber ethnography
3. Data saturation
4. Log-frame analysis
5. Media Archives

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.__