

ENTRANCE EXAMINATIONS – 2020 (Ph.D. Admissions - January 2021 Session)		Code: Y-95
PH.D. COMMUNICATION		
MAXIMUM MARKS: 70	DURATION: TWO HOURS	

HALL TICKET NUMBER	
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GENERAL INSTRUCTIONS

- This question paper has three sections. **Answer questions from all the three sections.**
- **Write your answers in the answer sheet.**
- **Please read the instructions carefully for each section.**

SECTION ONE: THEORY & CONCEPTS

PART-A

ANSWER ANY ONE OF THE FOLLOWING IN ABOUT 750 WORDS (15 MARKS)

1. The 'fake news' crisis has been perhaps one of the most discussed topics since the 2016 US elections. Some would argue that it has evolved as a genre of news while others argue that it is used as a political instrument to delegitimise news media. Is there any existing communication or media framework that we can apply to understanding the phenomenon of fake news. What theoretical tools do we have that can help make sense of it?
2. Despite the falling circulations of newspapers and closure of a few print publications in the West, regional newspapers continue to thrive in India. What do you attribute it to? How do you think it impacts politics, society and culture?
3. What in your opinion are the intellectual concerns in Communication Research in India and other countries of the Global South? Illustrate with examples. To what extent do you see Communication Research having an impact on policy making in India?
4. What are the broad theoretical approaches to understanding media and popular culture?

PART-B

WRITE SHORT NOTES ON ANY TWO OF THE FOLLOWING IN ABOUT 200 WORDS (2X5-10 MARKS)

1. Media and Nationalism
2. Public Sphere
3. Active Audiences
4. Interpretive Communities
5. Cultivation theory

SECTION TWO: METHODOLOGY

PART-A

ANSWER ANY ONE OF THE FOLLOWING IN ABOUT 750 WORDS (15 MARKS)

1. What is Mixed Methods Research? Choose a specific research scenario that demands this method and describe the core characteristics of the method.
2. You have been asked by a research agency to do a content analysis of four food blogs and examine the gender dimension that they provide for in the presentation of content and the feedback on the blogs. What could be four research questions you would frame to conduct this study?
3. What is reliability and validity in research? Can it be applied to qualitative methods too? Discuss.
4. What are the main principles to keep in mind while formulating a questionnaire, and how might one apply these to an online tool? What are the advantages and disadvantages of online surveys based on a structured questionnaire?
5. Ethnographic approaches are increasingly used in communication research. What are the main ethical and practical issues that one might encounter while planning and conducting ethnographic research? If you were to plan a study on adolescent use of social media using such an approach, how would these considerations apply?

PART-B

WRITE SHORT NOTES ON ANY TWO OF THE FOLLOWING IN ABOUT 200 WORDS (2X5-10 MARKS)

1. Participant observation
2. Phenomenology
3. Operationalisation
4. Evaluation Research
5. Grounded Theory Approach

SECTION THREE: PROJECT SYNOPSIS

Please write in about 1000 words a synopsis of the research project you propose to undertake for your doctoral research. (20 MARKS)

Your synopsis must include:

- a) A clear statement of problem
- b) Rationale for the selection of the topic
- c) Research Objectives
- d) Methodological Strategy for data collection and analysis

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

University of Hyderabad

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School/Department/Centre : S.N. SCHOOL OF ARTS & COMMUNICATION / THEATRE ARTS

Course/Subject : Ph.D/ THEATRE ARTS

Q.No.	Answer	Q.No.	Answer	Q.No.	Answer	Q.No.	Answer
1	A	26	C	51		76	
2	B	27	C	52		77	
3	A	28	A	53		78	
4	B	29	A	54		79	
5	B	30	C	55		80	
6	A	31	C	56		81	
7	B	32	A	57		82	
8	C	33	D	58		83	
9	B	34	D	59		84	
10	A	35	D	60		85	
11	D	36		61		86	
12	C	37		62		87	
13	A	38		63		88	
14	B	39		64		89	
15	B	40		65		90	
16	A	41		66		91	
17	D	42		67		92	
18	D	43		68		93	
19	B	44		69		94	
20	D	45		70		95	
21	A	46		71		96	
22	B	47		72		97	
23	D	48		73		98	
24	B	49		74		99	
25	A	50		75		100	



Signature
School/Department/Centre