

ENTRANCE EXAMINATION - 2012
Ph.D (Communication)



Maximum Marks: 75

Duration: 2 hours

GENERAL INSTRUCTIONS:

- A) *Please read the instructions for each section carefully.*
 B) *Please return the question paper and 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. Many respected scholars have been moving away from 'Development Communication' and its historical baggage, and embracing a softer, more self-directed 'social change' perspective. Citing examples from the field of communication studies, discuss the apprehensions that may have led them to make the shift.

2. "Advancements in communication technology are colliding with an increasingly fragile sense of the self as we are compelled to re-assess our position in the world by having increasing access to knowledge of the world itself. This, alongside a threat of invasion of our privacy, which is the ultimate threat to the loss of the 'self', has made the appetite for social media tools such that they have become an essential way to establish our identity and so form relationships with others." Provide an informed comment on this statement by drawing on some of the recent debates on social media.

3. "Television Studies," unlike conventional mass communication research, is marked by a great deal of disciplinary hybridity. As television scholars are examining the subject from several disciplinary and theoretical perspectives, there are relatively recent approaches to understanding and conceptualizing television from a political and methodological point of view. Write an essay on these new perspectives, outlining some of the interesting theoretical questions one could ask of television.



PART B

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

1. Sign and signification;
2. Participatory Communication;
3. Media and hegemony;
4. Public Sphere;
5. Digital Natives

SECTION TWO: METHODOLOGY

PART A

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

1. Write an essay on the concepts of 'reliability' and 'validity' in social science research. Discuss the complex relationship between the two.
2. What is discourse analysis? Discuss its uses in media research, with appropriate examples.
3. Explain the purposes of focus group discussion in communication research and describe the various steps in conducting an FGD.

PART B

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

- | | | |
|-------------------------|-------------------------------------|------------------------|
| a) Ratings Research | b) Formative and Summative research | c) Evaluation research |
| d) Interviewer bias(es) | e) Triangulation | |

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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