

E -18

ENTRANCE EXAMINATIONS 2025

Ph.D. Communication

Duration: 2 hours

Max. Marks: 70

Hall Ticket No.

Instructions

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

SECTION ONE: THEORY AND CONCEPTS**PART A**

Answer any one of the following in about 750 words (15 marks)

1. How does the rise of data monopolies by Big Tech platforms (Google, Meta, Amazon) transform the political economy of media in the Global South? Critically examine this shift through the lens of data colonialism and the implications for communication sovereignty.
2. Why are community media looked upon as alternatives to the mainstream media? Are there theories contributing to a more nuanced understanding of community media?
3. To what extent can social media platforms function as a modern public sphere? Expand on the pros and cons of such platforms serving as public spheres.
4. What is your opinion about the need for incorporating media literacy in the school curriculum? Justify your answer in the wake of the widespread phenomenon of fake news and misinformation.

PART B

Write short notes on any two of the following in about 200 words each. (2x5=10 marks)

1. Social media influencers
2. Polysemy in a complex media environment
3. Infodemics
4. Formal and informal censorship
5. Intertextuality and Memes
6. Media and intersectionality

SECTION TWO: METHODOLOGY**PART A**

Answer any one of the following in about 750 words (15 marks)

1. Is gender an important category for studying media consumption habits in India? Suggest appropriate methods to analyse this dimension among media audiences.
2. What are the methodological and ethical challenges in conducting ethnographic fieldwork with freelance or independent journalists in India's conflict zones or under censorship regimes?
3. What is the significance of monitoring and evaluation in social change communication research? Describe some of the qualitative methods for conducting monitoring and evaluation.
4. Microblogging platforms like X (formerly Twitter) curate public discourse through algorithmic filtering. What methods can unpack these opaque systems? Explore emerging tools in platform studies and computational social science.

PART B

Write short notes on any two of the following in about 200 words each. (2x5=10 marks)

1. Reliability and validity
2. Multimodal analysis
3. ATLAS.ti
4. RCT designs
5. Theoretical sampling
6. Sentiment analysis

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 the problem
- b) Rationale for 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 this proposal.
