

D - 22

Entrance Examinations – 2024
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 & CONCEPTS**PART A**

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

1. What is the "Spiral of Silence" theory? How does this theory explain why individuals might withhold their opinions or conform to perceived majority views in media and public discourse? How might this apply to participation on online platforms?
2. Discuss the concept of Media Convergence. How has the merging of media platforms and technologies affected the production and consumption of media content? You may provide examples to illustrate your points.
3. Examine the concept of Media Hegemony as proposed by Antonio Gramsci. How does this concept help in understanding the dominance of certain ideologies in mass media? Use examples from the contemporary media landscape to support your answer.
4. Analyse the contributions and limitations of Feminist Media Theory in examining representations of gender in media. How has this theory evolved to address issues of intersectionality?

PART B

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

1. Cultural Studies
2. Postmodern Media
3. Networked publics
4. Participatory media
5. Platform economy
6. Surveillance society

SECTION TWO: METHODOLOGY**PART A**

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

1. Discuss the advantages and limitations of using experimental methods in media research. How can researchers design an experiment to test the effects of media exposure on audience behaviour, and what are some common challenges they might face?
2. How might we apply framing analysis to media coverage, across formats (print, audio-visual) Provide examples of different framing techniques and their potential effects on audience interpretation.
3. Discuss the advantages and limitations of using experimental methods in media research. How can researchers design an experiment to test the effects of media exposure on audience behaviour, and what are some common challenges they might face?
4. Define and differentiate between various types of sampling methods used in media research. How do these methods impact the generalizability of research findings?

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

1. Triangulation
2. Operationalisation of Concepts
3. Qualitative Interviews
4. Textual analysis
5. Netnography
6. Historiography

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 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 this proposal.