

**ENTRANCE EXAMINATION – 2013  
Ph.D (Communication)**



**Maximum Marks: 75**

**Duration: 2 hours**

**GENERAL INSTRUCTIONS:**

- A) Please read the instructions for each section carefully.  
B) Please ~~write~~ Hand over the 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. Demarcate the diverse domains of intellectual concerns that you find in media studies. Illustrate with examples how philosophical concerns are posed in relation to social or historical concerns in media and communication studies?
2. Examine the assertion from a phenomenological perspective that media studies should reduce the distance between social experience and social explanation and this causal frame ought to facilitate rather than pre-empt social-theoretical enquiry. Against this theoretical disposition, evaluate the research literature that has been produced around the problem solving enquiry popularly known as development communication.
3. "Computer screens are the new location for our fantasies, both erotic and intellectual. We are using life on computer screens to become comfortable with new ways of thinking about evolution, relationships, sexuality, politics, and identity" (Sherry Turkle). Critically examine the assertion that the new ICTs are changing the way we think and see ourselves.

**PART B**

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

1. Subaltern public sphere
2. Reception theory
3. Social marketing
4. Cognitive versus Experiential
5. Administrative Research and Critical Research

## **SECTION TWO: METHODOLOGY**

### **PART A**

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

1. Explain the phrase "correlation does not equal causation". Why is the distinction so important? What conditions must be met to establish causation? Can they ever be completely satisfied?
2. Some scholars have argued that ethnographic accounts are no more than fictional accounts of the social scientist. What problems are posed for a researcher to navigate between his/her own identity and the cultural values that inform the location of the study? Methodologically, suggest alternatives to complement and supplement ethnographically oriented studies so as correct its shortcomings.
3. Describe a research question or area of interest to you, and why you think it is not only of interest but significance. Using your understanding of research methodology, describe two ways of pursuing the question that are as divergent on as many dimensions as you can imagine. Describe the advantages and disadvantages of each approach.

### **PART B**

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

- a) Textual Studies and Field Studies
- b) Positivism vs Interpretivism
- c) Stratified sampling
- d) Interviewing
- e) Operationalization

## **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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