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ENTRANCE EXAMINATION 2020		Code: Y-95
PH.D. COMMUNICATION		
MAXIMUM MARKS: 70	DURATION: TWO HOURS	

HALL TICKET NUMBER	
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GENERAL INSTRUCTIONS

- **Enter your Hall Ticket Number on the ANSWER SHEET too.**
- **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 theory of active audiences has taken on new meaning with the emergence of digital and interactive media. What are the ways in which we might think of audiences in the digital age? What communication theories could inform our understanding of consumption and participation in the contemporary media culture?
2. The discipline of Communication is largely perceived as a doing rather than a thinking discipline. Rarely, it is argued that doing is also a form of thinking. Give your comments.
3. Please make a distinction between media literacy and literacy in general. Explain the importance of media literacy to sustaining Indian democracy and institutions associated with liberal representative moorings.
4. Ideas around communication and social change have evolved considerably over the past few decades. Discuss some of the theoretical perspectives that inform research in this area now, and attempt to trace the changes in how we understand the process of communication and its relationship to social change. You may select a specific field to illustrate your ideas, for instance, gender and development, health communication, education, etc.

PART B

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

1. Social construction of reality
2. Platform economy
3. Phenomenology
4. Information Being
5. Media Aesthetics

SECTION TWO: METHODOLOGY

PART A

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

1. A multilateral agency has contracted you to do a small pilot study in a village to understand media use patterns in the community. The study should be as representative as possible of all sections of the village population. How would you go about designing the study, beginning with sampling, to the tools used, to analysis?
2. What might be the best way of understanding portrayals of women in daytime Hindi serials? How would you go about selecting serials to examine, and what approaches would you use to study the content?
3. It is often said that media institutions are "in between" institutions and they do regard themselves as sources of news or views. What kind of framework or method is suitable for studying the character of "in between-ness" of media institutions?
4. Ethnography and focus group studies have become the norm in qualitative studies pertaining to media. Discuss.

PART B

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

1. Micro Empiricism
2. Theory Vs Philosophy
3. Validity and Reliability
4. Theoretical Sampling
5. Qualitative content 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 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.