ENTRANCE EXAMINATION	**Code: A-82**
PH.D. COMMUNICATION	

MAXIMUM MARKS: 70	*DURATION: TWO HOURS*	

HALL TICKET NUMBER	

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.**

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SECTION ONE: THEORY & CONCEPTS

PART-A

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

1. "The Internet and social media have indeed decentralized content, but have given rise to new, even more powerful, monopolies as their new gatekeepers." Write an essay on the statement by critically assessing some key contemporary trends that have given rise to social and political concern.

2. Critically analyse the growth of religious media in the country in the last two decades and the challenge they pose to the ideals of Secularism enshrined in our constitution.

3. How does Roland Barthes distinguish between denotation and connotation? Discuss, with appropriate examples, the different ways in which a press photograph connotes meaning.

4. The ritualistic invocation of participation in communication for social change projects has reduced it to an empty signifier. Comment on the statement both theoretically and empirically.

PART-B

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

1. Polysemy and forms of decoding
2. Demographics and Psychographics
3. The Social Ecology Model
4. Intertextuality

SECTION TWO: METHODOLOGY

PART-A

ANSWER <u>ANY ONE</u> OF THE FOLLOWING IN ABOUT 750 WORDS (15 MARKS)

1. What is discourse analysis? Discuss its uses in media research, with appropriate examples.
2. For a study on awareness of Covid-19 and information about vaccination in rural India, provide an appropriate research design, with research questions, method(s) for data collection, and sample research tools used. Provide proper justification for the choices you make as a researcher in this particular study.
3. Taking any microblogging platform of your choice as the focus, discuss some of the emerging forms of data collection and analysis relevant to the study of online social networking sites.
4. How are ethnographic approaches to studying media production and reception different from other approaches to media research. Explain its advantages or disadvantages with examples.

PART-B

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

1. Formative and Summative Research
2. Longue durée
3. Sentiment Analysis
4. Big Data 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.