

<b>ENTRANCE EXAMINATION 2022</b>		<b>Code: B-32</b>
<b>PH.D. COMMUNICATION</b>		
<b>MAXIMUM MARKS: 70</b>	<b>DURATION: TWO HOURS</b>	

<b>HALL TICKET NUMBER</b>	
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### GENERAL INSTRUCTIONS

- This question paper has three sections. **Answer questions from all the three sections.**
- **Write your answers in the answer book.**
- **Enter your Hall Ticket Number on the additional Answer Books too.**
- **Please read the instructions carefully for each section.**

### **SECTION ONE: METHODOLOGY**

#### **PART A**

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

1. Design a survey to collect data on a topic of your choice. Address the following points: a) what is the purpose of the survey? b) What research questions or hypotheses will be tested c) are any operational definitions required? d) Develop at least 10 questions relevant to the problem that you would include in the questionnaire? e) Describe the approach to be used to collect data.
2. What do you understand by the Grounded Theory Approach to qualitative data analysis? Explain the various steps involved in the approach, with examples.
3. What does reliability and validity mean in research? Can they be applied to both quantitative and qualitative methods? Discuss with relevant examples.
4. How do current communication studies deal with digital culture? Mention some commonly used tools to understand and research the phenomena of infotainment.

**PART B**

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

1. Conclusive research
2. Inter-coder reliability
3. Key informant interview
4. Digital ethnography
5. Multi-modal content analysis

**SECTION TWO: THEORY AND CONCEPTS**

**PART A**

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

1. Distinguish between German tradition and the British tradition of Cultural Studies. Compare Adornos' view on mass culture with Raymond William's notion of popular culture.
2. "The Digital Divide is merely a habitual slogan and does not reflect the new realities of Digital India." Discuss the pros and cons of this statement in the context of online education delivered during the recent public health crisis.
3. The neoliberal marketplace worldview continues to indoctrinate society and shape individual mindsets (Gouthro, 2009). Drawing from Paulo Friere's Theory of Conscientization, write an essay on how conscientization can result in individual and hence the development of society.
4. Bollywood and regional cinemas of India have been extensively studied by South Asian scholars. Highlight some salient features of these studies.

**PART B**

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

1. Digital Panopticon
2. Sustainable Development Goals
3. Subaltern public sphere
4. Active Audiences
5. Hermeneutics

**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.**