

ENTRANCE EXAMINATION		
PH.D. COMMUNICATION		
MAXIMUM MARKS: 70	DURATION: TWO HOURS	

HALL TICKET NUMBER	
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GENERAL INSTRUCTIONS

- This question paper has three sections. Answer all questions from all three sections.
- Write your answers clearly and legibly in the answer sheet.
- Enter your Hall Ticket Number on the additional sheets as well.
- 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. Newspaper consumption habits have been changing very drastically as the younger populations have been initiated into digital platforms. On the other hand, the COVID-19 pandemic has accentuated the fall of existing newspaper circulations. Evaluate the future of newspaper publishing and consumption in the contexts of the impact of COVID-19 and digitalization.
2. Using Gramsci's concept of hegemony, discuss contemporary cultural politics in India, using examples of your choice.
3. There are claims that social media literacy interventions help audiences recognize fake news and safeguard themselves against the harmful effects of misleading information. Analyze these claims and provide empirical and conceptual explanations to argue whether greater media and digital literacy increases the likelihood of identifying fake news stories on social media platforms.
4. Distinguishing between "knowledge-as-regulation" and "knowledge-as-emancipation", write a critical essay on how participatory social change communication seeks to address the politics of knowledge.

PART B

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

1. Structuralism and culturalism
2. Intersectionality
3. Rhizomatic communication
4. Spiral of silence
5. The Frankfurt School
6. Auteur theory

SECTION TWO: METHODOLOGY**PART A**

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

1. With the growth of digital and computational humanities as a domain of research, is it possible to mine large data sets to analyze bias in media coverage? Suggest some digital tools and techniques to study bias in media coverage, with examples of how they might be applied.
2. What is framing analysis? Discuss the principles and components of such an approach to analyzing media texts, with a specific contemporary example.
3. Describe grounded theory methods in communication research, showing their relevance to the analysis of qualitative data.
4. What are some of the tools one might apply to the study of visual media such as film and video content? How are such tools informed by theory? Walk through the process of how you might critically study the work of a single film maker or a set of films, beginning with the selection of materials through to their analysis.

PART B

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

1. Critical discourse analysis
2. Triangulation
3. Rating scales
4. Sentiment analysis
5. Auto-ethnography
6. Opinion polls and Exit polls

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.