

ENTRANCE EXAMINATION 2026

Ph.D. Communication

Duration: 2 hours

Max. Marks: 70

Hall Ticket No.

Instructions

- This question paper has three sections. Answer all questions from all three sections.
- Write your answers clearly and legibly in the answer book.
- Please read the instructions carefully for each section.

SECTION ONE: METHODOLOGY

PART A

Answer any one of the following in about 750 words (1 X15 = 15 marks)

- 1) Certain research questions are best addressed by Qualitative Methods. What kind of research questions do you think can be addressed best by Qualitative Methods? What are the advantages of using Qualitative Methods in Media Research?
- 2) Explain how visual methodologies can be applied to study Instagram Reels, Memes, YouTube videos, or short-form digital content. Discuss sampling, coding, interpretation, and ethical considerations.
- 3) Discuss the relevance of feminist methodologies in communication research. How do feminist approaches challenge conventional assumptions about objectivity, power, and knowledge production?
- 4) Discuss the role of Critical Discourse Analysis (CDA) in communication research. How can CDA help researchers understand media representations, ideology, and power relations?

PART B

Write short notes on any two of the following in about 200 words each. (2x5 = 10 marks)

- 1) Summative Research
- 2) Bias in research
- 3) Case Study
- 4) Netnography
- 5) Content Analysis
- 6) In-depth Interviews

SECTION TWO: THEORY AND CONCEPTS

PART A

Answer any one of the following in about 750 words (1X15 = 15 marks)

- 1) In the age of social media and algorithms, legacy media (newspaper, radio, television) are no longer the primary sources of information. Argue both for and against this statement.
- 2) Communication for social change emphasises participation, dialogue, and community engagement rather than top-down transmission of information. Critically discuss the relevance of this approach in development communication practices.
- 3) Gender and political communication are deeply interconnected in mediated public cultures. Discuss how digital platforms shape the visibility, representation, and participation of women and marginalised genders in political communication.
- 4) What is Platformisation? Examine how digital platforms are transforming media production, distribution, and audience practices.

PART B

Write short notes on any two of the following in about 200 words each. (2x5=10 marks)

1. Cultural hybridity
2. Surveillance capitalism
3. Mediatization
4. Denotation and Connotation
5. Cultural Hegemony

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 selection of the topic
- c) Research objectives
- d) Methodological strategy for data collection and analysis
- e) Suitable theoretical Frameworks, if any

If called for an interview, you are expected to defend this proposal.