

**ENTRANCE EXAMINATION - 2014
Ph.D (Communication)**

Maximum Marks: 75

Duration: 2 hours

GENERAL INSTRUCTIONS:

- A) *Please read the instructions for each section carefully.*
- B) *Please return the question paper and answer book to the invigilator*

SECTION ONE: THEORY & CONCEPTS

PART A

Please answer any ONE of the following in about 750 words (15 marks)

1. Briefly discuss the variety of Communication models put forward by important scholars in the discipline. James Carey suggests that a transport view of communication has been over-represented rather than the ritual view of communication in these models. Elaborate.
2. Drawing from Nick Couldry, if one can describe 'voice' as "a narrative process by which individuals can give an account of themselves," write an essay on the possibilities and potentialities of new media to offer opportunities for people to speak and be heard on matters that affect their lives.
3. One of the classic conundrums of feminist media theory is the uneasy relationship between the pleasures of popular culture and the political goals of feminism. Taking the example of research on television soap operas, discuss how feminist media studies have addressed this issue.

PART B

Please answer any TWO of the following in about 200 words (2x5=10 marks)

- a. Network Society
- b. Semiotics and Signification
- c. Interpretive Communities
- d. Wilbur Schramm
- e. K.E.Eapen and Discipline In Distress

SECTION TWO: METHODOLOGY**PART A**

Please answer any ONE of the following in about 750 words (15 marks)

1. Media history and media anthropology provide two distinct approaches to the study of communication. While archive becomes the site for historical investigation, field work and ethnography inform anthropological research. In India, literary and media historians have combined these methods to good effect. Discuss.
2. What do you understand by 'mixed methods' research? By presenting a specific communication research scenario, describe the core characteristics of the mixed methods approach.
3. Explain how 'frame analysis' can be a useful tool in the study of news reportage. Demonstrate the insights one can gain from this method with a concrete example.

PART B

Please answer any TWO of the following in about 200 words (2X5=10 marks)

- a. Grounded theory approach
- b. Focus Group Discussions
- c. Formative and Summative Research
- d. Textual and Contextual Analysis
- e. Socio historical versus philosophical research

SECTION THREE

Please write in about 1000 words a synopsis of the research project you propose to undertake for your doctoral research. Your synopsis must include:

- a) Clear statement of the problem
- b) Rationale for selection of the topic
- c) Research objectives, and
- d) Methodological strategies for data collection & analysis

If called for an interview you will be expected to defend your proposal. **(25 marks)**
