



X-86

**UNIVERSITY OF HYDERABAD
SAROJINI NAIDU SCHOOL OF ARTS & COMMUNICATION**

Entrance Examination - 2011 – PhD (Communication)

Max. Marks: 75

Time: 2 hours

GENERAL INSTRUCTIONS

- a) Please read the instructions for each section carefully.
- b) Please return the question paper and the answer book to the invigilator.

SECTION I: THEORY AND CONCEPTS

PART A

Answer any ONE of the following in about 750 words. (15 marks)

1. Discuss India's ongoing regional language media revolution and its impact on politics, administration, society, and on media marketing.
2. Delineate four broad theoretical approaches to understanding media and popular culture?
3. Which theoretical tools would you draw upon to analyse caste questions related to news media in India? Illustrate with examples.

PART B

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

- a. Media Ethics post Radiagate
- b. False Consciousness
- c. Media and Nationalism
- d. Paradigmatic shifts in Development Discourse

SECTION II: METHODOLOGY

PART A

Answer any ONE of the following in about 750 words. (15 marks)

1. What are the philosophical and theoretical assumptions that distinguish quantitative and qualitative research methods? Discuss what kind of research questions are best addressed by qualitative methods?
2. Discuss the possibilities and limitations of 'Discourse Analysis' as an analytical toolset in media studies?
3. What is the difference between parametric and non-parametric statistical tests? Indicate two instances where parametric tests would be used in media research?

PART B

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

- a. Focus Group Discussion
- b. Induction and Social Theory
- c. Value of Intuition in Research
- d. Reliability and Validity

SECTION III: PROJECT SYNOPSIS

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

- a. A clear statement of the problem;
- b. Rationale for selection of the topic
- c. Research objectives; and
- d. Methodological strategy for data collection and analysis (25 marks)

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

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