

**ENTRANCE EXAMINATION - 2015**  
**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. Communication theory is informed by a wide range of humanistic and social science concepts, as well as by ideas from cognitive science and computing. What does this mean in terms of positioning the discipline of communication within academia—as a social science or a humanities subject?
2. Discuss some of the major communication theories and theorists that have influenced your interest and understanding of the discipline.
3. Media theories perhaps did not anticipate the widespread use and access of so called new media. However, as means of communication, scholars are comfortable in using the theories of mass media. What according to you are the strengths and limitations of using them?

**PART B**

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

1. Frankfurt School
2. Diffusion of innovations
3. Convergence
4. Pro-development soap opera
5. Cultural autonomy vs cultural imperialism

## **SECTION TWO: METHODOLOGY**

### **PART A**

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

1. How would you distinguish positivism and interpretivism as ways of approaching the study of phenomena? What kinds of research problems are suggested by each of these theoretical positions?
2. Explain the principles of survey research. How would you plan and conduct a survey to determine the response to a television campaign that aims to raise awareness of gender based discrimination?
3. Is content analysis a useful tool? With an example, explain how it can be used? Focus on the limitations.

### **PART B**

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

1. Phenomenology
2. Sampling techniques
3. Bias in research
4. Levels of measurement
5. Pre-testing a research tool

## **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)**

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