Reg. No. : ....

Name : ....

Ph.D. ENTRANCE EXAMINATION 2023

FACULTY OF ARTS

COMMUNICATION AND JOURNALISM

Time : 3 Hours   Max. Marks : 100

Instructions :

    1) *Answer **any ten** questions each from Section **A** and Section **B**.*

    2) *Each question carries **5** marks.*

    3) *No additional Answer sheets will be provided.*

    4) *Candidates should clearly indicate the section, Question number in the answer booklet.*

Section – A

Research Methodology

Answer any **ten** questions. Each Questions carries 5 marks.

1. Positivism and Post Positivism as Philosophical Paradigms in Research

2. Measurement Techniques in Quantitative Research

3. Reliability and Validity

4. Critical Grounded Theory

5. Theoretical and Conceptual Frameworks

6. Descriptive and Inferential Statistics with examples

7. Comparison of the Pros and Cons of Excel, SPSS and R

8. Research Design

9. Citation Styles with Examples

10. ANOVA, MANOVA and ANCOVA

11. Qualitative Content Analysis

12. Critical Discourse Analysis

13. Ethical Concerns in Mass Com Research

14. Ontology, Epistemology and Hermeneutics

15. Hypotheses and their Role in Research

(10 × 5 = 50 Marks)

Section – B

Communication And Journalism

Answer any **ten** questions. Each Questions carries 5 marks.

1. Marshal McLuhan and his Ideas of Communication

2. Spiral of Silence in Social Media Context

3. Diffusion of Innovation in the Digital Era

4. George Gerbner and his Cultivation Theory

5. Media Dependency Theory

6. Third Person Effect Theory

7. Aeteur Theory

8. Participatory Action Research in Development Communication

9. Data Journalism Pipeline

10. Open Source Intelligence (OSINT)

11. Queer Media Studies

12. Soft Power and Trans-border Data Flow

13. Inter Cultural Communication

14. Misinformation Ecosystem in India

15. Media Concentration Trends in India

——————— **(10 × 5 = 50 Marks)**