

Ph.D. ENTRANCE EXAMINATION, APRIL 2022**JOURNALISM AND MASS COMMUNICATION**

Time : Two Hours

Maximum : 100 Marks

*From question 1 to 50, tick against the appropriate choice of answers.***Part A****Research Attitude :**

1. Read the statements given below and answer the question :

A research study can be carried out with the following objectives:

- i) To describe a situation, phenomenon, problem or issue.
- ii) To establish or explore a relationship between two or more variables.
- iii) To explain why certain things happen the way they do.
- iv) To examine the feasibility of conducting a study or exploring a subject area where nothing or little is known .

Choose the correct answer :

- a) Statements i) and ii) are correct.
 - b) Statements iii) and iv) are correct
 - c) Statements i), ii) iii) and iv) are correct.
 - d) Statements i), ii) and iii) are correct.
2. Read the statements given below and answer the question :

There are four steps involved in conducting a literature review:

- i) Searching for the existing literature in the area of study.
- ii) Reviewing the selected literature.
- iii) Developing a theoretical framework,
- iv) Developing a conceptual framework.

Choose the correct answer :

- a) Statements i) and ii) are correct.
- b) Statements iii) and iv) are correct
- c) Statements i), ii) iii) and iv) are correct.
- d) Statements i), ii) and iii) are correct.

Turn over

3. Read the statements given below and answer the question :

In research terminology,

- i) Change variables are called independent variables,
- ii) Outcome/effect variables are called dependent variables,
- iii) The unmeasured variables affecting the cause-and-effect relationship are called extraneous variables and
- iv) The variables that link a cause-and-effect relationship are called intervening variables.

Choose the correct answer :

- a) Statements i) and ii) are correct.
 - b) Statements iii) and iv) are correct.
 - c) Statements i), ii) iii) and iv) are correct.
 - d) Statements i), ii) and iii) are correct.
4. Fill in the blank :
- A _____ enables the classification of individuals, objects or responses based on a common/ shared property or characteristic.
- a) Nominal scale.
 - b) Ordinal scale.
 - c) Interval scale.
 - d) Ratio scale.
5. A _____ is defined as a proposition that is stated in a testable form and that predicts a particular relationship between two or more variables.

- a) Proposition.
- b) Research question.
- c) Hypothesis.
- d) Resolution.

6. There are four measurement scales used in the social sciences :

Those scales which have a unit of measurement are considered to be more refined, objective and accurate.

- a) Nominal, ordinal, interval and final.
- b) Nominal, ordinal, special and ratio.
- c) Nominal, regular, interval and ratio.
- d) Nominal, ordinal, interval and ratio.

7. _____ with regards to research is consistency that mentions to the degree to which an examination produces predictable outcomes.
- a) Reliability.
 - b) Validity.
 - c) Consistent quality.
 - d) Predictability.
8. _____ in research stands for accuracy of procedures, research instruments, tests, etc.
- a) Validity.
 - b) Reliability.
 - c) Consistent accuracy.
 - d) Testability.
9. _____ refers to how much research discoveries can be connected to a bigger population or be applicable to the whole population :
- a) Generalizability.
 - b) Applicability.
 - c) Connectivity.
 - d) Popularity.
10. _____ is based on real-life experiences, direct experiences or observation by the researcher. It suggests that examination is connected essentially to at least one parts of a genuine circumstance and manages solid information that gives a premise to outer legitimacy to the aftereffects of the exploration.
- a) Exploratory research.
 - b) Experimental research.
 - c) Empirical research.
 - d) Experiential research.
11. The main characteristic of scientific research is :
- i) Empirical.
 - ii) Theoretical.
 - iii) Experimental.
 - iv) Verifiable.
- Choose the correct answer :
- a) i) and ii) are correct.
 - b) iii) and iv) are correct.
 - c) i), ii) iii) and iv) are correct.
 - d) i), ii) and iii) are correct.

12. Manipulation and control of variables, and randomization of the sample are two of the basic requirements of _____.
- a) Ex-post facto research.
 - b) Descriptive research.
 - c) Case study research.
 - d) Experimental research.
13. In terms of research ethics, which of the following may be measured as the most susceptible stage :
- a) Defining the purpose and scope of the study.
 - b) Defining the population and sampling method.
 - c) Data analysis, interpretation and reporting of results.
 - d) Selection of research tools whether qualitative or quantitative.
14. Noticing gaps in the research literature is the main way of identifying research questions. Spotting gaps in the research literature refers to :
- i) Identifying under-researched areas.
 - ii) Recognizing the gap between two researchers background.
 - iii) Identifying inconsistent findings in an area of research.
 - iv) Recognizing gap in the characteristics of sample and population.
- Select correct option :
- a) i) and iii) only.
 - b) ii) and iii) only.
 - c) i) and ii) only.
 - d) iii) and iv) only.
15. _____ adheres to the idea that 'factual' knowledge gained through observation is trustworthy. It relies upon quantifiable perceptions that prompted measurable examinations.
- a) Positivism.
 - b) Observation.
 - c) Perception.
 - d) Measurable.
16. From the following list of 'objectives of research', choose the one that does not belong to this cluster of features :
- a) Manage new knowledge.
 - b) Investigate existing problem.
 - c) Review the existing knowledge.
 - d) Develop new insight into a phenomenon.

17. _____ is the branch of philosophy concerned with the study of knowledge. It deals with origin, nature, scope, and methods to acquire new knowledge.
- a) Knowledge research.
 - b) Knowledge philosophy.
 - c) Epistemology.
 - d) Archaeology of knowledge.
18. _____ is an approach to conducting research that has been verified by the research community for long and that has been in practice for hundreds of years.
- a) Research design.
 - b) Research method.
 - c) Research historiography.
 - d) Research paradigms.
19. A theory is a set of systematically related statements, including some lawlike generalisations that can be tested _____.
- a) Magically.
 - b) Mechanically.
 - c) Empirically.
 - d) Digitally.
20. _____ refers to a wide variety of evaluative, investigative, and analytical research methods designed to diagnose problems or weaknesses in organizational, academic, or instructional places.
- a) Diagnostic Research.
 - b) Organisational Research.
 - c) Action Research.
 - d) Problem identifying Research.
21. The APA style has the following features :
- i) The titles are in italics.
 - ii) The last name of the author is used
 - iii) Author's name and the year of publication is used for in-text.
 - iv) Commas are used for in-text.
- Choose the correct answer :
- a) i, and ii, are the correct answers.
 - b) ii, and iii, are the correct answers.
 - c) iii, and iv, are the correct answers.
 - d) i, ii, iii and iv, are the correct answers.

22. Choose the correct answer from the choices given below :

- i) Hypothesis is an assumption whose tenability is to be tested on the basis of its implications with empirical evidence and with the previous knowledge.
- ii) Hypothesis is the presumptive statement of a proposition or a reasonable guess, based upon the available evidences, which the researcher seeks to prove through his/her study.
- a) i) and ii) are right answers.
- b) i) is the right answer.
- c) ii) is the right answer.
- d) i) and ii) are wrong answers.

23. Choose the right answers from the choices given below :

Functions of Hypothesis are :

- i) Hypothesis predicts the association or relationship between two or more variables.
- ii) It helps in establishing a cordial relationship with the supervisor and the researcher.
- iii) It determines the domain and range of Research.
- iv) It enhances the objectivity in Research and simultaneously.
- a) i, and ii, are the correct answers.
- b) ii, and iii, are the correct answers.
- c) iii, and iv, are the correct answers.
- d) i, iii and iv, are the correct: answers.

24. Choose the right answer from the choices given below :

Null Hypothesis :

- i) States that there is no difference between the two phenomena or situation being studied.
- ii) One variable does not have any effect on another variable.
- iii) Is denoted by H_0 .
- a) i, and ii, are the correct answers.
- b) ii, and iii, are the correct answers.
- c) i, ii, and iii are the correct answers.
- d) i, iii, are the correct answers.

25. Choose the right answer from the choices given below :

The major principles of Research ethics are as follows:

- i) Minimising the risk of harm.
- ii) Obtaining informed consent.
- iii) Protecting anonymity and confidentiality.
- iv) Avoiding deceptive practices.

- a) i, and ii, are the correct answers.
- b) ii, and iii, are the correct answers.
- c) iii and iv are the correct answers.
- d) i, ii, iii, and iv are the correct answers.

26. _____ comprises the misappropriation or use of one's own or other's ideas, intellectual property or work without acknowledgement or permission.

- a) Copyleft.
- b) Plagiarism.
- c) Creative commons.
- d) Patent.

27. Choose the right answer from the choices given below :

Rhetoric can be defined as

- i) To perceive how language is at work orally and in writing.
- ii) To become proficient in applying the resources of language in their own speaking and writing.
- iii) In a way every utterance of a human is rhetoric, because all human utterances are speech-acts meant to persuade.

- a) i, and ii, are the correct answers.
- b) ii, and iii, are the correct answers.
- c) i and iii are the correct answers.
- d) i, ii, and iii are the correct answers.

28. Choose the right answer from the choices given below :

Two basis assumptions underlie most research on agenda-setting:

- i) The press and the media do not reflect reality; they filter and shape it ;
- ii) Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

- a) i) and ii) are right answers.
- b) i) is the right answer.
- c) ii) is the right answer.
- d) i) and ii) are wrong answers.

29. _____ is the theory of the production and interpretation of meaning. Its basic principle is that meanings are made by the deployment of acts and objects which function as signs in relation to other signs.
- a) Structuralism.
 - b) Theory of signs.
 - c) Semiotics.
 - d) Structuration.
30. _____ is a communication theory adopted from social psychology. This is the psychological conflict from holding two or more incompatible beliefs simultaneously.
- a) Social cognition.
 - b) Social acceptance of beliefs.
 - c) Dilemma of ethicality.
 - d) Cognitive dissonance.
31. Spiral of silence refers to how people tend to remain silent when they feel that their views are in the minority. The model is based on three premises :
- i) People have a quasi-statistical organ, a sixth-sense if you will, which allows them to know the prevailing public opinion, even without access to polls,
 - ii) People have a fear of isolation and know what behaviors will increase their likelihood of being socially isolated, and
 - iii) People are reticent to express their minority views, primarily out of fear of being isolated.
- a) i, and ii, are the correct answers.
 - b) ii, and iii, are the correct answers.
 - c) i and iii are the correct answers.
 - d) i, ii, and iii are the correct answers.
32. _____ suggests that television is responsible for shaping, or cultivating viewers' conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole.
- a) Television reality theory.
 - b) Cultivation theory.
 - c) Viewers perception theory.
 - d) Cultural outcome theory.
33. There are three objectives in developing uses and gratifications theory are :
- i) To explain how individuals use mass communication to gratify their needs.
 - ii) To discover underlying motives for individuals' media use.
 - iii) To identify the positive and the negative consequences of individual media use.
- a) i, and ii, are the correct answers.
 - b) ii, and iii, are the correct answers.
 - c) i and iii are the correct answers.
 - d) i, ii, and iii are the correct answers.

34. ———— theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment. E.M. Rogers argued that it consists of four stages: invention, diffusion through the social system, time and consequences.
- a) Diffusion of innovation.
 - b) Diffusion of information.
 - c) Information dissemination.
 - d) Public opinion dissemination.
35. In a ————, researchers repeatedly examine the same individuals to detect any changes that might occur over a period of time. Such type of research focuses more on analysing the trend or behaviour changes over a period of time.
- a) Trend analysis.
 - b) Repetitive performance.
 - c) Behaviour detection.
 - d) Longitudinal study.
36. In the ————, we start from theory and try to prove it right with the help of available information. It involves three steps : a State the hypothesis ; b Collect information to check the hypothesis ; and ; c Make the choice to acknowledge or dismiss the theory.
- a) Induction approach.
 - b) Deduction approach.
 - c) Cognitive approach.
 - d) Longitudinal approach.
37. ———— is relevant to phenomena that can be stated in terms of quantity. It involves collecting and converting data into numerical form. We can do statistical calculations and draw conclusions. It is similar to a deductive approach.
- a) Qualitative research.
 - b) Quantitative research.
 - c) Systemic research.
 - d) Phenomenological research.
38. ———— is worried about subjective matter, where we are keen on exploring the explanations behind human conduct. The researcher starts with a tentative idea or question and these questions become more specific with progress in research.
- a) Conceptual research.
 - b) Behavioural research.
 - c) Qualitative research.
 - d) Progressive research.
39. ———— is tied in describing the phenomenon, watching and making inferences from it. The reality of discovering request and the field studies are the primary substance of this form of research. The fundamental attributes of this strategy are that the specialist has no power over the factors; she/he can just report what has occurred or what's going on.
- a) Referential research.
 - b) Inferential research.
 - c) Phenomenology research.
 - d) Descriptive research.

40. ————— is that branch of social scientific investigation that studies large and small populations by selecting and studying sample chosen from the populations to discover the relevant incidence.
- a) Population study.
 - b) Sample study.
 - c) Incidental research.
 - d) Survey research.
41. ————— aims to explore whether there is any relationship of interdependence between two variables or characteristics, and to ascertain the degree of such relationships. The value of this research is to discover relationships among phenomena with a view to predicting and in some situations, controlling their occurrence.
- a) Correlational research.
 - b) Characteristics research.
 - c) Qualitative research.
 - d) Quantitative research.
42. ————— attempts to answer how and why between two aspects of a situation or a phenomenon.
- a) Exploratory research.
 - b) Experimental research.
 - c) Explanatory research.
 - d) Exploitative research.
43. ————— is attempted to investigate a territory where little is known or to examine the potential outcomes of undertaking a specific research study and is much the same as plausibility study or pilot study. It endeavours to explain why and how there is a connection between at least two parts of a circumstance.
- a) Contextual research.
 - b) Exploratory research.
 - c) Explanatory research.
 - d) Experimental research.
44. Experimental research has three characteristics as follows :
- i) All autonomous variables are controlled
 - ii) All the other variables except independent variables are held steady.
 - iii) The effect of manipulation of the independent variable on the dependent variable is ignored.
- a) i, and ii, are the correct answers.
 - b) ii, and iii, are the correct answers.
 - c) i and iii are the correct answers.
 - d) i, ii, and iii are the correct answers.

49. Choose the correct facts from the choices given below :

- i) Film Facilitation Office (FFO) set up by the Ministry of Information and Broadcasting, Government of India, acts as a single window clearance and facilitation point for producers and production companies with a view to assist them in getting requisite filming permissions.
 - ii) The merger of Film Media Units in December 2020 by the Ministry of Information and Broadcasting under one corporation will lead to convergence of activities and resources and better coordination, thereby ensuring synergy and efficiency in achieving the mandate of each media unit.
 - iii) In September 2020, the Government of India announced its plans to develop an Animation, Visual Effects, Gaming and Comic (AVGC) Centre for Excellence in collaboration with IIT Bombay.
- a) i, and ii, are factually correct. b) ii, and iii, are factually correct.
c) i and iii are factually correct. d) i, ii, and iii are factually correct.

50. In India, as per RNI recent records, the largest circulating language newspapers in the country are (ordered in the series of the largest to the smaller) :

- a Hindi, English, Marathi, Urdu, Telugu, Gujarati, Malayalam.
- b Hindi, Malayalam, English, Marathi, Urdu, Telugu, Gujarati.
- c Hindi, English, Telugu, Gujarati, Malayalam Marathi, Urdu.
- d Hindi, English, Malayalam, Marathi, Urdu, Telugu, Gujarati.

(50 × 1 = 50 marks)

Part B

II. Write short notes on any 10 of the following:

- | | |
|--------------------------------|---------------------------------|
| 1 Press freedom. | 8 Visual Culture. |
| 2 Censorship. | 9 Queer Culture. |
| 3 Digital Culture. | 10 Community Media. |
| 4 Media and Elections. | 11 Alternate Media. |
| 5 Digital labour. | 12 Non Verbal Communication. |
| 6 Communication and Democracy. | 13 Semiotics. |
| 7 Development Communication. | 14 Critical Discourse Analysis. |
| 15 Man Ki Bath. | |

(10 × 4 = 40 marks)

Part C

III. Prepare a research proposal on any of the topic of your choice from the domain of "Communication and Culture".

(1 × 10 = 10 marks)