

This question paper contains 2 printed pages]

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S. No. of Question Paper : 7397

Unique Paper Code : 1011504

F-7

Name of the Paper : Media and Communication Research

Name of the Course : B.A. (Hons.) Journalism and Mass Communication

Semester : V

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt five questions.

All questions carry equal marks.

1. Write short notes on any two :

2×7.5=15

- (a) Cluster sampling
- (b) Discourse analysis
- (c) Reliability and Validity
- (d) Semantic differential scale
- (e) Telephone Surveys.

Or

Discuss some relevant ethical principles in conducting research. What are the common areas where mass media researchers encounter ethical dilemmas. 15

2. Discuss the salient features of scientific research. Explain the role of theory in research. 15

Or

Distinguish ethnographic research from other forms of qualitative research. Highlight the steps involved in conducting ethnographic research. 15

P.T.O.

3. Justify the need for sampling in research. Differentiate between probability and non-probability sampling. Explain the terms : 15
- (a) sampling error
 - (b) sampling frame
 - (c) sampling interval
 - (d) sample size.

Or

Discuss criteria for useful hypotheses. How is a research question different from hypothesis ? Explain giving suitable examples. 15

4. What is Content Analysis ? Discuss its limitations. Also, define a unit of analysis that can be used in each of these content analyses : 15
- (a) Changes in the values expressed in popular songs
 - (b) Identity of women in Indian soap operas
 - (c) Beverage advertising on Indian Television.

Or

Discuss the various stages in a typical field observation study. Explain the terms : 15

- (a) Triangulation
 - (b) Law of instrument.
5. Assume you are editor of a daily newspaper faced with declining circulation. What types of research projects you would undertake to identify the problem and help increase your readership. 15

Or

“Historians have some theory or conceptual framework that guides them and helps them select materials to use in writing history.” Critically analyse the various historical methods used in research with the help of suitable examples. 15