RJM-101

Ph.D. IN JOURNALISM AND MASS COMMUNICATION (PHDJMC)

Term-End Examination

June, 2018

OO288

RJM-101 : COMMUNICATION RESEARCH METHODS

Time : 3 hours   *Maximum Marks : 100*

Note : *The paper has three sections. Section A is* **compulsory**. *Attempt any* **two** *questions from Section B and any* **two** *questions from Section C. Answer* **five** *questions in all.*

SECTION A

1. Define the following terms :   *10×2=20*

    (a)   Hypothesis

    (b)   Constructs

    (c)   Variables

    (d)   Unit of Analysis

    (e)   Operational Definitions

    (f)   Pre-testing

    (g)   Citations

    (h)   Multi-Stage Sampling

    (i)   Margin of Error

    (j)   Control Group

SECTION B

2. Write short notes on any *four* of the following :

4×5=20

(a) Positivism

(b) Theoretical Framework

(c) Research Objectives

(d) Grounded Theory

(e) Triangulation Method

(f) Trend Studies

3. Differentiate between any *two* of the following :

2×10=20

(a) Research and Evaluation

(b) Basic and Applied Research

(c) Inductive and Deductive Reasoning

4. Write a detailed note on any *one* of the following : 20

(a) Types of Probability and Non-probability Sampling

(b) Action Research

(c) Report Writing

SECTION C

5. Describe the basic tenets of scientific research. Explain how these tenets are applicable in communication research, with suitable examples. *20*

6. Which research method would you select to explore the mobile usage among rural youth and why ? Describe in detail the research design. *20*

7. Design a content analysis study to analyse the projection of environment/health issues in two newspapers of your choice. Outline the various steps involved in conducting the study. *20*

8. "Focus Group Discussions generate data from partiapants' interaction with researcher as well as with one another." Describe the process of data collection using this tool using suitable examples. How is FGD as a research method different from ethnography ? *20*

———