



**SAMPLE ONLY.**

**UNIVERSITY OF HYDERABAD  
SAROJINI NAIDU SCHOOL OF PERFORMING ARTS, FINE ARTS &  
COMMUNICATION**

**Ph.D (Communication)**

***Entrance Examination 2006***

**Max. Marks: 60**

**Time: 2 hours**

**General Instructions**

- **Please read the instructions carefully for each section.**
- **Please return the question paper and the answer book to the invigilator.**

**Section I: Theory and Concepts**

**Part A**

*Please answer any **one** of the following in about 750 words. (10 marks)*

1. Critically examine the importance of media literacy in the context of rapid media proliferation in the country.
2. Discuss the relevance and significance of ICTs (information and communication technologies) in the Indian context in areas such as governance, education, and development. Give specific examples, if any, of actual applications.
3. Delineate broadly the differences between positivist and humanistic approaches to the study of media.

**Part B**

*Write short notes on any **two** of the following in about 200 words each. (2x5=10 marks)*

1. IEC strategy
2. "Medium is the Message"
3. Communication Convergence Bill
4. Ideological State Apparatuses (ISA)

## **Section II: Methodology**

### **Part A**

*Please answer any **one** of the following in about 750 words. (10 marks)*

1. Design a study to understand the role played by media in influencing people to stay away from poultry products against the background of the avian flu crisis. Include methodology, sampling techniques, and a framework for analysis.
2. The two field research strategies most often used in developing countries are the anthropological community study and the survey. Comment on the applicability of these strategies to the study of media in India.
3. When does one use Focus Group Discussions (FGDs) as a research technique in communication studies? Describe the various steps involved in conducting FGDs, including the precautions to be taken by a researcher using the method.

### **Part B**

*Write short notes on any **two** of the following in about 200 words each. (2x5=10 marks)*

1. Real and Operational Definitions
2. Multi-stage Cluster Sampling
3. Evaluation Research
4. Historical method

## **Section III: Project Synopsis**

*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; rationale for selection of the topic; research objectives; and methodological strategy for data collection and analysis. (20 marks)*

***If called for an interview, you are expected to defend your proposal.***

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