

Centre for Journalism and Mass Communication, Vidya-Bhavana, Visva-Bharati

PhD Coursework Examination, 2024

Paper I: Introduction to Research

End Semester Written Examination

Full Marks: 80

Time: 4 Hours

Group A

Answer any two questions selecting from 1-4.

1. Epistemology, Ontology and Axiology together constitute scientific approach of 'knowing' in research. Elaborate on this statement. 20
2. Discuss inductive and deductive research showing their differences. 20
3. The process of research is informed by purpose of the research and makes decision on steps to conduct the research. Offer logic for this statement. 20
4. Sequence structural aspects of a research report. Discuss components of the methodology section in logical sequence. 10+10=20

Group B

Answer any two questions selecting from 5-8.

5. Show how variables are the end results of concepts and constructs to fulfil the aim of research. 20
6. Discuss the need of measurement in research. How the level of research is an important consideration in this regard? 10+10=20
7. Write a note on reasons for choosing between primary and secondary data in different stages of research? 20
8. Write ways to ensure reliability and validity of research. 20

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Paper II: Research Methodology & Advanced Theoretical Concepts

Total Marks: 50

Time: 3 hours

Marks are indicated in the margin

Group A (Marks - 30)

Answer **any two** of the following questions

1. Differentiate between quantitative and qualitative research methods. Taking a topic of your choice, frame the methodological dimensions that you would employ with proper elaboration and justification for each method mentioned. 5+10=15

2. Write broad notes on **any two** of the following: 7.5+7.5=15
 - i) Focus group discussion as a research method
 - ii) Means of reducing subjectivity in qualitative research
 - iii) Frame a survey questionnaire (minimum ten questions) on the broad theme- Social Media and Political Communication in West Bengal
 - iv) Content analysis as a tool of quantitative research

3.
 - i) State the characteristics of Qualitative research as per John Cresswell (2006).
 - ii) What is reflexivity of a researcher? How it is different from reflection?
 - iii) What is the difference between 'theme as patterns' and 'theme as topic summaries'?
 - iv) What is the difference between 'semantic themes' and 'latent themes'?
 - v) Explain the concept of reflexive thematic analysis.3+3+3+3+3=15

4.
 - i) Explain the concept of 'code'.

- ii) State the differences between 'semantic' and 'latent' codes.
- iii) Objective-wise, how 2nd cycle coding is different from 1st cycle coding?
- iv) State the differences between 'deductive' and 'inductive coding'
- v) What is the 'groundedness' and 'density' scores of a code?

3+3+3+3+3=15

Group B (Marks - 20)

Answer **any one** from the following questions

1. Develop an outline for conceptual and theoretical framework applying necessary flowcharts and explanations for the following research topic -

Media increases the possibilities of wars in conflict situations.

20

2.

(i) "Many sociologists believe that theory must contain an ideological component; it must criticize undesirable conditions and advocate alternatives. Beliefs about "what should be" thus dominate the analysis of the social universe. This view of sociology contradicts the value-neutrality of science, where ideologies and other evaluative beliefs are not to contaminate analysis of social conditions. This view of sociology contradicts the value-neutrality of science, where ideologies and other evaluative beliefs are not to contaminate analysis of social conditions."

(ii) "Real science seeks to examine the forces driving the current world, and theories are about these underlying forces that, in the very best theories, have operated in all times and places. Thus, science does not just describe the world as it presently is, but rather, it tries to see how forces operating in the past, present, and future work to generate the empirical world. These forces will thus change the present, just as they transformed the past into a new present and will eventually bring about a new future. There is no reason, therefore, for theories to legitimize a status quo; indeed, theories are about the dynamic potential of the forces that change social arrangements."

- Critically reflect on the above two statements exploring the contradictions and connections, developing your arguments in reference to relevant theories and examples.

20

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PhD Coursework in Journalism and Mass Communication Examination, 2024

Paper III: Literature Review, Report and Seminar Presentation

Time: 2 Hour

Full Marks: 30

Group A

Answer **any one** question.

1. Define and compare narrative, integrative, scoping, and systematic literature reviews. Discuss their relevance in qualitative and quantitative communication research. 8+7=15
2. Assess the strengths and limitations of the Systematic Literature Review (SLR) model for interdisciplinary research in journalism and mass communication. Propose a hypothetical SLR framework for an emerging area such as climate communication or gender and digital media. 8+7=15

Group B

Answer **any one** question.

1. Discuss the epistemological rationale behind the structure of a doctoral dissertation in media and communication. Analyse how alignment between the literature review, the theoretical framework and the methodology enhances scholastic coherence. 8+7=15
2. Describe the key rules and conventions of APA 7th edition citation style with relevant examples. Critically examine how adherence to APA style influences credibility, peer review and ethical standards in scholarly publishing. 9+6=15