

**Ph.D. ENTRANCE EXAMINATION, APRIL 2021****MASS COMMUNICATION AND JOURNALISM**

Time : Two Hours

Maximum : 100 Marks

*Instructions :*

1. Use the space given in this booklet to answer questions under Part I and use in Part II and Part III in the answer sheet given.
2. Write your registration number in the space given.
3. Don't leave any mark of identification on booklet pages.

REGISTER NUMBER

**Part I**From Questions 1 to 50, tick against the appropriate choice of answers. (Marks  $50 \times 1 = 50$ )

1. Read the statements below and answer the question :
  - (i) Personal Influence Theory is an outcome of a classic study of the 1940 presidential elections in the United States by Paul E. Lazarsfeld and others in the book, "The People's Choice".
  - (ii) The findings revealed that voters seemed to have been directly influenced by the mass media. It turned out that interpersonal relationships and the mass media had an enormous influence on voters.
    - (a) Only the Statement (i) is correct.
    - (b) Only Statement ii) is correct.
    - (c) Statements : (i) and (ii) are correct.
    - (d) Both statements are wrong.
2. Read the statements below and answer the question :
  - (i) Melvin De Fleur and Sandra Ball-Rokeach have proposed an integrated dependency theory of mass communication in which they recognize various psychological and social factors that prevent the media from exercising arbitrary control over their audiences.
  - (ii) De Fleur and Ball-Rokeach describe it like this : "Mass media not only lack arbitrary influence powers but their lack of freedom to engage in arbitrary communication behavior. Both the media and their audiences are an integral part of their society".

**Turn over**

- (a) Only the Statement : (i) is correct.
- (b) Only Statement : (ii) is correct.
- (c) Statements : (i) and (ii) are correct.
- (d) Both statements are wrong.

3. Read the statements below and answer the question :

- (i) The Authoritarian theory justifies censorship and punishment for deviation from externally set guidelines.
- (ii) Unacceptable attack on authority, deviation from official policy, or offenses against moral codes should not be criminal offenses, under the authoritarian theory.
  - (a) Only the Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements : (i) and (ii) are correct.
  - (d) Both statements are wrong.

4. Read the statements below and answer the question :

- (i) The 'social responsibility theory owes its origin to the Commission on Freedom of the Press (Hutchins 1947), which was appointed in the United States.
- (ii) The commission's main finding is that the free market has failed to fulfill certain obligations to society. The press has not met the informational, social and moral needs of society.
  - (a) Only Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements : (i) and (ii) are correct.
  - (d) Both statements are wrong.

5. Read the statements below and answer the question :

- (i) Political-Economic Media theory's focus is on the economic structure of the media rather than the ideological content of the media.
- (ii) According to Political-Economic Media theory, the ideology depends on the economic base, and research attention is directed to the analysis of ownership structure and operation of media market forces.

- (a) Only Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements i) and ii) are correct.
  - (d) Both statements are wrong.
6. Read the statements below and answer the question :
- (i) Culture and Semiotic theory is derived from Saussure's and Peirce's studies of signs and meaning and their relation to culture, people and objects.
  - (ii) Semiotics is the general science of signs, deals 'with how signs signify'.
    - (a) Only Statement (i) is correct.
    - (b) Only Statement (ii) is correct.
    - (c) Statements (i) and (ii) are correct.
    - (d) Both statements are wrong.
7. Read the statements below and answer the question :
- (i) Social Responsibility theory is also known as the Soviet Media Theory.
  - (ii) Communist Media theory is derived mainly from the basic tenets of Marx and Engels. It envisages media to be under the control of the working class whose interest they are meant to serve.
    - (a) Only Statement (i) is correct.
    - (b) Only Statement (ii) is correct.
    - (c) Statements (i) and (ii) are correct.
    - (d) Both statements are wrong.
8. Read the statements below and answer the question :
- (i) Rhetorical model is concerned with communication as a discourse and tends to concern itself primarily with interpersonal, one-to-one or one-to-few communication acts, such as speech.
  - (ii) Post the linguistic turn of the mid-to late-twentieth-century, rhetoric has expanded its area of focus to include mass communication that attempts to persuade, such as political communication and advertising.
    - (a) Only Statement (i) is correct.
    - (b) Only Statement (ii) is correct.
    - (c) Statements (i) and (ii) are correct.
    - (d) Both statements are wrong.

9. Read the statements below and answer the question :

- (i) Phenomenological model is concerned with communication as an experience.
- (ii) A phenomenological approach would see communication as both a representation and a reinforcement of what the communicators see to be self-evident.
  - (a) Only Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements (i) and (ii) are correct.
  - (d) Both statements are wrong.

10. Fill in the blank with the right word from the choices given below :

\_\_\_\_\_ views communication as a flow of information. This model also tries to take into account factors that influence and constraint the flow of information, including social factors such as mores and etiquette, technological factors such as channel access and availability, and political factors such as regulation.

- (a) Cybernetic model.
- (b) Communication flow model.
- (c) Technological determinism model.
- (d) Cultural studies model.

11. Read the statements below and answer the question :

- (i) Critical model views communication as a set of assumptions that are open to challenge and negotiation.
- (ii) Critical model has strong links to the socio-cultural tradition. Approaches such as Marxist critique are representative of this model.
  - (a) Only Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements (i) and (ii) are correct.
  - (d) Both statements are wrong.

12. Read the statements below and answer the question :

- (i) Psychological or Socio-psychological model is concerned with the impact of communication acts on the individual, particularly their sense of self in society.
- (ii) Psychological or Socio-psychological model sees communication as representing certain individual choices made to maximize the benefit to the individual or group.
  - (a) Only the Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements (i) and (ii) are correct.
  - (d) Both statements are wrong.

13. Fill in the blank with the right word from the choices given below :

———— model sees communication as a way of replicating and reinforcing (and challenging) the social order. This approach assumes that people in societies have models of how that society should operate; communication acts to build, reinforce, and propagate these models.

- (a) Socio-critical.
- (b) Cybernetic.
- (c) Psycho social.
- (d) Sociocultural.

14. Fill in the blank with the right word from the choices given below :

The term ———— refers to a socially determined category that describes mechanisms and dynamics associated with power, and which is grounded in historically situated social practice. It accounts for the social power of one class over the others as a combination of leadership and domination.

- (a) Social Control.
- (b) Hegemony.
- (c) Cultural fascism.
- (d) Ideological state apparatus.

15. Read the statements below and answer the question :

- (i) Research can either be applied research or fundamental research.
- (ii) Fundamental research aims at finding a solution for an immediate problem facing a society or an industrial/business organization, whereas applied research is mainly concerned with generalizations and with the formulation of a theory.
  - (a) Only Statement (i) is correct.
  - (b) Only Statement (ii) is correct.
  - (c) Statements (i) and (ii) are correct.
  - (d) Both statements are wrong.

**Turn over**

16. Read the statements below and answer the question :

- (i) Empirical research is that related to some abstract ideas or theories. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.
- (ii) Conceptual research relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions that are capable of being verified by observation or experiment.

- (a) Only Statement (i) is correct.
- (b) Only Statement (ii) is correct.
- (c) Statements (i) and (ii) are correct.
- (d) Both statements are wrong.

17. Fill in the blank with the right word from the choices given below :

\_\_\_\_\_ to research is concerned with subjective assessment of attitudes, opinions, and behavior. Research in such a situation is a function of the researcher's insights and impressions. Generally, the techniques of focus group interviews, projective techniques, and depth interviews are used.

- (a) Attitudinal approach.
- (b) Pragmatic approach.
- (c) Qualitative approach.
- (d) Quantitative approach.

18. Fill in the blank with the right word from the choices given below :

All the items under consideration in any field of inquiry constitute a 'universe' or 'population'. A complete enumeration of all the items in the 'population' is known as a \_\_\_\_\_ inquiry. It can be presumed that in such an inquiry when all the items are covered no element of chance is left and the highest accuracy is obtained. But in practice, this may not be true. Even the slightest element of bias in such an inquiry will get larger and larger as the number of observations increases.

- (a) Field-based.
- (b) Universal.
- (c) Census.
- (d) Government.

19. Fill in the blank with the right word from the choices given below :

When a prediction or a hypothesized relationship is to be tested by scientific methods, it is termed as \_\_\_\_\_. This is a predictive statement that relates an independent variable to a dependent variable. Usually, it must contain, at least, one independent and one dependent variable.

- (a) Research question.                      (b) Statement of the problem.  
(c) Research investigation.                (d) Hypothesis.

20. Read the statements below and answer the question :

- (i) In experimental hypothesis-testing research when a group is exposed to usual conditions, it is termed a 'control group', but when the group is exposed to some novel or special condition, it is termed an 'experimental group'.  
(ii) It is possible to design studies that include only experimental groups or studies which include both experimental and control groups.

- (a) Only Statement (i) is correct.  
(b) Only Statement (ii) is correct.  
(c) Statements (i) and (ii) are correct.  
(d) Both statements are wrong.

21. Read the statements below and answer the question :

- (i) Sample design must result in a truly representative sample.  
(ii) Sample design must be such which results in a small sampling error.  
(iii) Sample should be such that the results of the sample study can be applied, in general, for the universe with a reasonable level of confidence.

- (a) Only Statement (i) is correct.  
(b) Statements (ii) and (iii) are correct.  
(c) Statements (i), (ii) and (iii) are correct.  
(d) All the statements are wrong.

22. Fill in the blank with the right word from the choices given below :

\_\_\_\_\_ is simply a system of assigning number symbols to events to label them. The usual example of this is the assignment of numbers of basketball players to identify them. Such numbers cannot be considered to be associated with an ordered scale for their order is of no consequence; the numbers are just convenient labels for the particular class of events and as such have no quantitative value.

- (a) Ordinal scale.                              (b) Ratio scale.  
(c) Nominal scale.                              (d) Likert's scale.

23. Read the statements below and answer the question :

- (i) The Likert-type scale is relatively easy to construct in comparison to the Thurstone-type scale because the Likert-type scale can be performed without a panel of judges.
- (ii) Likert-type scale is considered more reliable because under it respondents answer each statement included in the instrument.
- (a) Only the Statement (i) is correct.
- (b) Only Statement (ii) is correct.
- (c) Statements (i) and (ii) are correct.
- (d) Both statements are wrong.

24. Fill in the blank with the right word from the choices given below :

\_\_\_\_\_ refers to the process of assigning numerals or other symbols to answers so that responses can be put into a limited number of categories or classes. Such classes should be appropriate to the research problem under consideration. They must also possess the characteristic of exhaustiveness and also that of mutual exclusivity which means that a specific answer can be placed in one and only one cell in a given category set.

- (a) Numbering.                      (b) Categorizing.
- (c) Assigning.                        (d) Coding.

25. Four students A, B, C and D appeared in four papers 1, 2, 3 and 4 in an exam. Their scores out of 100 are given below :

<i>Student</i>	<i>Paper 1</i>	<i>Paper 2</i>	<i>Paper 3</i>	<i>Paper 4</i>
A	60	81	45	55
B	60	43	51	ABSENT
C	74	ABSENT	71	65
D	72	76	ABSENT	68



Read the above table and answer questions 26-29 given below :

26. Which candidate has secured between 60 - 65 % marks in aggregate ?
- (a) Student A. (b) Student B.  
(c) Student C. (d) Student D.
27. Who has scored the lowest average in the aggregate ?
- (a) Student A. (b) Student B.  
(c) Student C. (d) Student D.
28. Who has obtained the highest average ?
- (a) Student A. (b) Student B.  
(c) Student C. (d) Student D.
29. In which paper the lowest marks were obtained by the candidates ?
- (a) Paper 1. (b) Paper 2.  
(c) Paper 3. (d) Paper 4.
30. The question below is followed by two arguments numbered (i) and (ii). Decide which of the arguments is strong and which is weak. Choose the correct answer from the choices given below :
- Should the press exercise some self-restraint ?
- (i) Yes, they should not publish news items that may incite the readers to indulge in wrong practices.
- (ii) No, it is the responsibility of the press to present the truth irrespective of the consequences.
- (a) only the argument (i) is strong.  
(b) only the argument (ii) is strong.  
(c) neither argument (i) nor argument (ii) is strong.  
(d) both the arguments (i) and (ii) are strong.

31. From the three sentences given below, choose the grammatically correct sentences :

- (i) Saul prepared for his presentation. He was taking deep breaths.
- (ii) Taking deep breaths. Saul prepared for his presentation.
- (iii) Taking deep breaths, Saul prepared for his presentation.

- (a) (i) alone is correct.
- (b) (ii) and (iii) are correct.
- (c) (i) and (iii) are correct.
- (d) (iii) alone is correct.

32. From the three sentences given below, choose the grammatically correct sentences :

- (i) We needed to make three hundred more paper cranes reach the one thousand mark.
- (ii) We needed to make three hundred more paper cranes. We wanted to reach the one thousand mark.
- (iii) We needed to make three hundred more paper cranes. To reach the one thousand mark.

- (a) (i) alone is correct.
- (b) (ii) and (iii) are correct.
- (c) (i) and (iii) are correct.
- (d) (iii) alone is correct.

33. From the three sentences given below, choose the grammatically correct sentences :

- (i) If a student wants to return a book to the bookstore, they must have a receipt.
- (ii) If a student wants to return a book to the bookstore, he or she must have a receipt.
- (iii) If students want to return a book to the bookstore, they must have a receipt.

- (a) (i) alone is correct.
- (b) (ii) and (iii) are correct.
- (c) (i) and (iii) are correct.
- (d) (iii) alone is correct.

34. From the three sentences given below, choose the grammatically correct sentences :

- (i) The trees looked like spooky aliens as Jonas was walking home at night.
- (ii) Walking home at night, the trees looked like spooky aliens.
- (iii) As Jonas was walking home at night, the trees looked like spooky aliens.

- (a) (i) alone is correct.
- (b) (ii) and (iii) are correct.
- (c) (i) and (iii) are correct.
- (d) (iii) Alone is correct.

35. From the three sentences given below, choose the grammatically correct sentences :

(i) The woman went to work earlier than usual.

(ii) She went to work earlier than usual.

(iii) The woman went to work earlier than usual.

(a) (i) Alone is correct.

(b) (ii) and (iii) are correct.

(c) (i) and (ii) are correct.

(d) (iii) alone is correct.

36. From the three sentences given below, choose the grammatically correct sentences :

(i) I must renew my passport.

(ii) I should may renew my passport.

(iii) I should renew my passport.

(a) (i) alone is correct.

(b) (ii) and (iii) are correct.

(c) (i) and (iii) are correct.

(d) (iii) alone correct.

37. Who is the public editor of the online news magazine 'The Wire' ?

(a) Siddharth Varadharajan.

(b) Pamela Philipose.

(c) C. Ram Manohar Reddy.

(d) An S. Panneer Selvan.

38. ——— is a digital news platform reporting and writing on issues in India, with a specific focus on the 5 southern states, founded by Dhanya Rajendran.

(a) AltNews.

(b) Boomlive.

(c) The News Minute.

(d) Cobrapost.

39. Who is the founder of the online news magazine, "The Quaint" ?

(a) Raghav Bahl and Ritu Kapur.

(b) Samir Patil.

(c) Naresh Fernandes.

(d) Sanjay Dubey.

40. The weekly news magazine Mooknayak (Leader of the Silent) was founded by \_\_\_\_\_ in 1920.
- (a) Mohandas Karamchand Gandhi. (b) Dr. B.R. Ambedkar.  
(c) Rettamalai Seenivasan. (d) Motilal Nehru.
41. 'Oru Paisa Tamilan' was a Tamil language weekly magazine, which was published and edited by \_\_\_\_\_, a Dalit activist in 1907.
- (a) Rettamalai Seenivasan. (b) M.C. Raja.  
(c) Iyothee Thass. (d) Dr. B.R. Ambedkar.
42. *Dalit Camera* is a \_\_\_\_\_ set up around 2012 to document life in India from the perspective of Dalit people and other minorities living in India.
- (a) YouTube channel. (b) Flickr channel.  
(c) Instagram channel. (d) Photography channel.
43. Who is the editor in chief of the online news magazine, 'The Print' ?
- (a) N. Ram. (b) Arun Poorie.  
(c) Shekar Gupta. (d) Arun Shourie.
44. Who was the first Dalit to be appointed as Chief Justice of India ?
- (a) Dr. K. R. Narayanan. (b) K.G. Balakrishnan.  
(c) V.R. Krishnan. (d) Fathima.
45. Rank the following newspapers according to their circulation, starting from the largest.
- 1 USA today.
  - 2 The Guardian.
  - 3 The New York Times.
  - 4 Dainik Bhaskar.
  - 5 The Wall Street Journal.
- (a) 1, 2, 3, 4, 5. (b) 1, 3, 5, 2, 4.  
(c) 2, 4, 1, 3, 5. (d) 3, 1, 2, 5, 4.

46. Among the following facts, identify the one which is not a correct one :
- (i) The largest number of publications registered in any Indian language (Hindi) : 47,989.
  - (ii) The second-largest number of newspapers and periodicals registered in any language (Malayalam) : 14,626.
  - (iii) The state with the largest number of registered publications (Uttar Pradesh) : 17,992.
  - (iv) The state with the second-largest number of registered publications (Tamilnadu) : 16,241.
- (a) (i), (ii) and (iii) Are correct.
  - (b) (i) and (iii) are correct.
  - (c) (i), (ii), (iii) and (iv) are correct.
  - (d) (i), (ii), (iii) and (iv) are wrong.
47. Which broadcasting company produces *Doctor Who*, one of the longest-running action-adventure television series in the world spanning 55 years and winning over 100 awards ?
- (a) BBC.
  - (b) ABC.
  - (c) Fox TV.
  - (d) Al Jazeera.
48. Al Jazeera is an independent news organization funded in part by the ——— government.
- (a) Saudi Arabian.
  - (b) USA.
  - (c) Qatari.
  - (d) Russian.
49. Mathrubhumi was founded by ———, an active volunteer in the Indian freedom struggle against the British.
- (a) Kandathil Varghese Mappila.
  - (b) Chengalathu Kunhirama Menon.
  - (c) V. R. Krishnan Ezhuthachan.
  - (d) K. P. Kesava Menon.

50. Read the statements below and answer the question :

- (i) The mental clash or tension resulting from the processes of acquiring knowledge or understanding through the senses is called cognitive dissonance.
- (ii) The clash of mind when we have to choose from the choices is can be called cognitive dissonance.
  - (a) Only Statement (i) is correct.
  - (b) Statements (ii) and (iii) are correct.
  - (c) Statements (i), (ii) and (iii) are correct.
  - (d) All the statements are wrong.

(50 × 1 = 50 marks)

**Part II**

II. Write short notes on any *ten* of the following :

- 1 The Spiral of Silence Theory.
- 2 Diffusion of Innovation Theory.
- 3 Aristotle's Communication Model.
- 4 Interpersonal Communication.
- 5 Four Theories of The Press.
- 6 Propaganda Model.
- 7 Helical Model of Communication.
- 8 Shannon And Weaver Model of Communication.
- 9 Cultivation Theory.
- 10 Cultural Identity Theory.
- 11 AIDA Model.
- 12 Ethnography of Communication.
- 13 Communication Barriers.
- 14 Cultural Barriers Of Communication.
- 15 Berio's SMCR Model of Communication.

(10 × 4 = 40 marks)

**Part III**

III. Prepare a research proposal on any of the topics of your choice from the domain 'Democratization of Communication in the Age of Media Hegemony'.

(1 × 10 = 10 marks)