

D 31031

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 01—COMMUNICATION RESEARCH

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each answer carries 2 weightage.

- 1 What is hypothesis ? Explain the types of hypothesis.
- 2 What do you mean by reliability and validity of data ?
- 3 What is a variable ? Distinguish between independent, dependent and confounding variable.
- 4 MLA style
- 5 Describe the ways in which content analysis can be performed while analysing newspapers.
- 6 Explain the difference between open ended and closed ended questions ? What are the advantages and disadvantages of these *two* categories of questions ?
- 7 What is semantic differential scale ?

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each question carries 3 weightage.

- 8 Define sample. Explain at least three types of sampling procedures.
- 9 What are the advantages of field observation in mass media research ?
- 10 Explain triangulation method.
- 11 Write a brief research proposal on the theme 'Media Bias'.
- 12 Explain essential aspects of Focus Group Discussion.

Turn over

- 13 What are the essential requirements of academic writing ?
- 14 Suggest a methodology for doing research based on uses and gratification functions of media.
(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- 15 Explain theoretical framework of a study. How does it help the research project ?
- 16 Distinguish between qualitative and quantitative research methods.
- 17 Explain the steps in preparing a research questionnaire. Write at least ten questions in any form to elicit personal information and media habits of respondents.
- 18 What are the ethical concerns of Mass Media Research ? Explain the safeguards for preserving ethical practices in research.

(2 × 5 = 10 weightage)