

This question paper contains 3 printed pages]

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S. No. of Question Paper : 7598

Unique Paper Code : 2033180019

Name of the Paper : Research Methodology for Media

Type of the Paper : DSE

Name of the Course : Bachelor of Arts (Honours Course) Journalism

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and

any *three* questions in Part B.

Questions in Part A carry 10 marks each and

questions in Part B carry 20 marks each.

Part A

1. Why are methodical observation, evidence and objectivity crucial to scientific research ?

Or

'Research is creating new knowledge'. Discuss by highlighting the various steps involved in the research process.

P.T.O.

2. What is a hypothesis ? Highlight the significance and characteristics of a research hypothesis. Explain Type-I error and Type-II error in hypothesis testing.

Or

What challenges arise when attempting qualitative research in media studies, such as ethnography or audience analysis ?

3. What are the ethical issues to be considered while conducting media research ?

Or

What is the representational approach in media research and how does it help us understand the relationship between media and meaning ?

Part B

4. What are nominal, ordinal, interval and ratio data ? Why and how is it helpful to understand the nature of data in selecting the right statistical tools ?

Or

What structural and functional differences exist between quantitative and qualitative research designs ? Explain with examples.

5. What do you understand by a questionnaire in research ? Discuss the advantages and disadvantages of the questionnaire method of data collection.

Or

What is the difference between the universe and the population ? What is the difference between the universe and the sample population ? Explain with examples.

6. How are intensive interviews used to collect data ? Discuss its merits and demerits. Draw a comparison between interviews and questionnaires as data collection tools.

Or

What is Content Analysis ? Illustrate with examples the purpose, advantages and challenges of content analysis in mass media research.

7. What distinguishes a reference list or bibliography from an in-text citation ? Illustrate with examples.

Or

Design a research proposal for a study on online news consumption practices. Include sampling, tools and methods.

