

This question paper contains 3 printed pages]

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S. No. of Question Paper : 6289

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. Define basic and applied research. Explain their relevance in media studies.

Or

What are concepts and constructs ? Differentiate between independent and dependent variables with examples.

P.T.O.

2. Explain the importance of sampling in media research. Briefly discuss any *two* sampling methods.

Or

What is the significance of qualitative techniques in media research ? Describe any *two* such techniques.

3. What do you understand by media and the senses ? How does this concept shape media research ?

Or

Explain the role of citations and bibliography in academic writing.

Part B

4. Describe in detail the steps involved in conducting media research from topic selection to results presentation.

Or

Critically examine the ethical perspectives in mass media research. Why is replication important ?

5. Discuss the differences between probability and non-probability sampling methods. Illustrate with suitable examples.

Or

Write a detailed note on quantitative and qualitative techniques in media research, highlighting their applications and limitations.

6. Explain the representational approach in media research. How is it applied in the study of contemporary media ?

Or

What is discourse analysis ? Discuss its significance and method with an example from media research.

7. Design a research proposal for a study on the portrayal of gender in digital advertising. Include sampling, tools and methods.

Or

How would you conduct a readership survey for a digital magazine ? Explain your design, tools and approach in detail.

