

Registration Number:

Date & session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA JOURNALISM AND MASS COMMUNICATION - 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**MC 8121 – COMMUNICATION RESEARCH METHODS**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains TWO printed pages and TWO parts**

**PART - A**

**Answer any FIVE of the following in 150-200 words each. (5X6=30)**

1. Explain various methods of knowing (3 marks). Which of these is the most valid method of knowledge, why (3 marks)?
2. Explain the various levels of measurements, each with examples.
3. Explain the measures of dispersion, each with examples.
4. What are attitudinal scales (3 marks)? Give a detailed explanation on Likert scale (3 marks).
5. What are various experimental designs (3 marks)? Explain any one of them in detail (3 marks).
6. What is ethnography (3 marks)? How can ethnography be used in communication research (3 marks)?
7. Why are ethics important in research (3 marks)? Explain any three ethical guidelines which are important for a researcher (3 marks).

**PART - B**

**Answer any TWO of the following in 450-500 words each. (2X10=20)**

1. Using fictitious data on media consumption habits in India, formulate four research questions (2 marks) and corresponding null and alternative hypotheses (2 marks) related to media consumption patterns. Create data regarding a sample (arrange it neatly; 2 marks), and perform an appropriate statistical test to assess the significance of your findings (2 marks), and interpret the results in the context of your research question (2 marks). N.B: The test should be a probability test for a large sample with more than two variables.
2. Design a focus group study to explore the reasons behind the media consumption habits of a particular demographic group in India such as urban youth, rural population, etc. (1 mark). Develop a discussion guide with a sufficient number of questions to probe participants' attitudes, preferences, and behaviours related to media consumption (3 marks). Produce and analyse the qualitative data from the focus group discussions to identify common themes or patterns, and generate insights into the factors shaping media consumption habits within the target demographic (3 marks). Discuss the implications of your findings for media producers, advertisers, or policymakers seeking to engage with this audience (3 marks).
3. Conduct a semiotic analysis of advertising campaigns of your choice to examine the underlying meanings and messages conveyed through visual and textual elements. Select a sample of advertisements from different product categories and analyse their signs, symbols, and cultural references; give reasons for your sampling (3 marks). Identify recurring themes, narratives, and discourses in the advertisements, and interpret their cultural, social, and ideological implications (4 marks). Reflect on the ways in which advertising shapes consumer perceptions and behaviours, and also explain the ethical implications of advertising practices in our society (3 marks).

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