

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2018
(Fourth Semester)

Branch – JOURNALISM & MASS COMMUNICATION

RESEACH METHODS IN COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions
ALL questions carry EQUAL marks

- 1 a Discuss the nature and scope of media communication research in India.
OR
b Discuss the different levels of measurement in media research with suitable examples.
- 2 a Discuss the logics of five point scale development in Media Research is using Likert – type as an example.
OR
b Discuss the logics of semantic differential scale.
- 3 a Distinguish the differences between qualitative and quantitative research.
OR
b How do you carry out a content analysis of a newspaper? Illustrate with an example.
- 4 a How does triangulation resolve the differences in the two approaches?
OR
b Illustrate the various types of longitudinal designs used in media communication research.
- 5 a Outline the steps involved in chi-square test.
OR
b Outline the steps involved in t-test.

Z-Z-Z

END