



K24P 1037

Reg. No. :

Name :

Second Semester M.A. Degree (CBCSS – OBE – Regular)
Examination, April 2024
(2023 Admission)

JOURNALISM AND MASS COMMUNICATION
MAJMC 02C06 – Communication and Media Research

Time : 3 Hours

Total Marks : 60

I. Write short notes on any **five** of the following. Each answer carries **three** marks. (5×3=15)

- 1) SPSS
- 2) APA
- 3) Phenomenology
- 4) Purposive sampling
- 5) Nominal scale
- 6) Validity.

II. Write short essays on any **three** of the following. Each answer carries **six** marks. (3×6=18)

- 7) Compare and contrast descriptive statistics and inferential statistics.
- 8) Describe the process of sampling design.
- 9) Define the characteristics of scientific research.
- 10) List out the different types of research designs in detail.
- 11) Examine the ethical considerations in publishing research.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. **(3×9=27)**

- 12) Outline the key components that should be included in a research proposal on the portrayal of gender in visual media. Discuss how you would frame the inclusion exclusion criteria.
 - 13) Choose one qualitative research design that you think would be most suitable for exploring the topic : representation of subalternity in traditional media. Justify your choice by discussing how the research design aligns with the nature of the research question and the unique characteristics of qualitative research.
 - 14) Design a research proposal to investigate the effectiveness of media literacy programs in schools. Outline your methodology, including the selection of participants, data collection methods and proposed analysis techniques. Justify the importance of your study in addressing contemporary challenges in media education.
 - 15) Prepare a survey questionnaire to gather relevant data for quantitative research to explore the impact of social media on mental health among youth. Discuss how you would ensure the reliability and validity of your questionnaire.
 - 16) After analysing the data of a quantitative research on exploring the impact of instagram reels featuring fitness content on followers' health perception, you obtain a statistically significant positive correlation between exposure to reels and health perception. Interpret these findings and explain how they can be practically applied by Instagram influencers to improve their strategies.
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