



K25P 1833

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – OBE–Reg./Supple./Imp.)

Examination, April 2025

(2023 and 2024 Admissions)

JOURNALISM AND MASS COMMUNICATION

MAJMC 02C 06 – Communication and Media Research

Time : 3 Hours

Max. Marks :60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Research gap
- 2) Convenience sampling
- 3) Semantic differential scale
- 4) Descriptive statistics
- 5) Participant observation
- 6) Intellectual property in academic research.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Differentiate between random sampling and purposive sampling.
- 8) Explain the levels of measurement used in quantitative research.
- 9) Describe the structure and importance of an abstract in a research paper.
- 10) Discuss the role of feminist theory in qualitative communication research.
- 11) Explain the limitations of quantitative research in exploring media ethics.

P.T.O.



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

- 12) Design a mixed -method research project to study the impact of Mobile Journalism (MoJo) among regional news reporters. Justify your methodology.
- 13) Critically evaluate how ethical publishing practices can prevent academic misconduct. Use examples from media research.
- 14) Propose a qualitative research study to explore the portrayal of mental health in Malayalam films. Include sampling, data collection and analysis.
- 15) How can data visualisation enhance communication research findings ? Discuss types, tools and examples.
- 16) Compare and contrast three major qualitative data analysis methods with examples.

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