

**Sr.No. 2306**

**Exam Code: 217803**

**Subject Code: 5633**

**M.A. Journalism & Mass Communication - 3rd Sem.**

**(2119)**

**Paper : Paper-I**

**Mass Communication Research-II**

**Time allowed : 3 hrs.**

**Max. Marks : 75**

Attempt any 5 questions selecting at least one from each section. The fifth question can be attempted from any section. *All carry equal marks.*

Section A:

1. Name and explain various kinds of longitudinal studies.
2. Explain Semiotic research analysis.

Section B:

1. Write a note on the contribution of MCR in developing of mass communication as a distinct discipline.
2. Explain process of adoption.

Section C:

1. Explain Frankfurt school of social research.
2. Explain difference between positivistic and interpretative approach of social research.

Section D:

1. Explain new trends in mass communication research.
2. Write a note on changing media- audience perspective in the light of heightened selectivity.

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