

Department of Mass Communication
Forman Christian College (A Chartered University)
Mphil. Mass Communication - Entrance Exam

Date:

Time Allowed: 2 Hours

Marks: 100

Exam Instructions.

You are required to attempt one question from each section (total 4 questions). All questions carry equal marks. The recommended word count for your essay answer is between 170-200 words for each question.

Section 1- Mass Communication Theory

Q 1: What are the limitations of the transmission model of communication in the digital age? Write a critical analysis of this theoretical model and identify its shortcomings in explaining the complex dynamics

Q 2: A Post Positivist theoretical approach is apt for studying cause and effect relationship in a research problem. Do you agree or disagree? In either case, support your answer with arguments/examples.

Section 2- Mass Communication Research

Q 1: What ethical considerations are involved in mass communication research, and how do they impact the design and implementation of studies?

Q 2: What is the relationship between theory and research? Explain your answer with a relevant example.

Section 3- Mass Media Debates

Q1: Discuss the current socio-political developments in Pakistan and also determine their relationship to media?

Q 2: Discuss the importance of audience data in today's media market, explain different technological innovations introduced in audience data trading and ethical concerns they have raised?

Section 4- Media, Culture and Society

Q 1: How does the cultural context shape the relationship between media and society? Explore this question and analyze the theoretical underpinnings of this relationship, drawing on relevant theories such as Cultural Studies, Political Economy of Communication, and Uses and Gratifications Theory.

Q 2: How can media representations of gender be improved to promote more equitable and diverse representations of gender roles and identities?