 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

THIRD SEMESTER – **APRIL 2012**

# VC 3808 - COMMUNICATION RESEARCH METHODS

Date : 24-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

**Answer the following in 50 words each:** **10 x2= 20**

1. Close ended question
2. Interdisciplinary research
3. Ethnography
4. Survey method
5. Semiotics
6. Positivist approach
7. Recall method
8. Focus group
9. Participatory observation method
10. Uses and gratification

**PART – B**

**Answer any FIVE of the following in 200 words each: 5x8=40**

1. Comment on opinion polls and their credibility in representing popular opinion

on an issue.

1. Write on the electronic media researches.
2. What is in-depth interview? In what way is it different from focus groups?
3. Explain the elements of a research report.
4. Differentiate between quantitative and qualitative approaches in a research.
5. ‘Communication research is basically a social science research ’Justify.
6. What is hypothesis? Formulate and explain a hypothesis.
7. Explain the different types of sampling.

**PART – C**

**Answer any TWO of the following in 400 words each:** **2x20=40**

1. Elaborate on content analysis and its effectiveness as a methodology in media research.
2. Analyse any film or video that you have viewed recently using semiotics.
3. Emphasize the importance of carrying out a pilot study before doing a research. What are the advantages of a pilot study?

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