



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2025

UVC 6501 – MEDIA RESEARCH METHODS



Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Explain the process of conducting a focus group discussion in media research.
2. What is semiotic analysis, provide an example of how it can be applied to a media text.
3. Discuss the importance of audience research in media studies.
4. How do longitudinal studies contribute to media research?
5. Describe the differences between primary and secondary research.
6. What is a case study approach in media research?
7. Explain the role of big data and digital analytics in contemporary media research.
8. Discuss the significance of triangulation in media research.

SECTION – B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Compare and contrast qualitative and quantitative
10. Evaluate the strengths and limitations of longitudinal studies in media.
11. Critically evaluate the role of big data analytics in understanding media audiences.
12. Discuss the ethical challenges in media research and strategies to address them.
13. Analyze the impact of “AI” on media research.
14. Examine the role of mixed-methods research in media studies, highlighting its advantages and challenges.

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