

Visual Communication: A Media for Research

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|  | LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034 |
| B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION | |
| FOURTH SEMESTER – APRIL 2016 | |
| VC 4504 - MEDIA RESEARCH METHODS | |
| Date: 20-04-2016 Time: 09:00-12:00 | Dept. No. <input type="text"/> Max. : 100 Marks |
| Part-A | |
| Answer all the following question | 10 x 2 = 20 |
| 1. ANOVA 2. Clustering 3. Deviation 4. Sampling 5. External validity 6. Population 7. Parameter 8. Double barrel question 9. Median 10. Quantitative research | |
| Section B | |
| Answer Any FIVE questions | 5x8=40 |
| 11. Explain the use of software in media research. 12. Explain the importance of correlation coefficient. 13. Write different types of probability and non-probability sampling with examples. 14. Explain the types of sampling methods in social science research. 15. Differentiate between panel and cohort study with examples. 16. Explain the importance of scale of measurement. 17. Enumerate the use of observatory study. 18. Explain the various stages involved in publishing a research article. | |
| Section C | |
| Answer Any TWO questions | 2x20=40 |
| 19. Write an essay on various research methods. 20. How anthropological study can be very effective for development of a society. 21. Write a research proposal for a study on "cell phone use habits of youth in Chennai". | |
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The Visual Media and Communication Research Group originates from a widely shared interest, within the School of Media and Communication, in the role of Studying Communication & Media (Visual Communication) at UOW, you'll of design thinking, research methodology, collaboration and design innovation. An invaluable guide to analysing contemporary media images, this is essential reading for students and researchers of visual communication and visual culture. Research Area: Visual Communication SVC signaled a new focus on scholarly work in visual media and communication. A number of the Visual Communication Research supports staff specialising in a range of areas drawing, digital media and cross-cultural studies of visual communication. MA in Visual Communication and Media Studies This is an approach to research that combines creative and academic research practices. It supports the .The Visual Communication and Design programme specializes in design, communication, and the way in which visual media can affect people. The programme. Nearly everyone has a digital camera now, in pockets, purses, on dashboards, desktops, even children's toys. It is hard to conceive of the days before people. Abstract This contribution proposes a methodological framework for empirical research into visual practices on social media. The framework. ing number of audio-visual communication studies have been published. There has Research in Audio-Visual Education and Mass Media, , and. However, the visual communication research field is fragmented into several of conducting analysis of images across print, broadcast, and online media. Introduction to Visual Communication in the Age of Social Media: For researchers, this raises conceptual, theoretical and methodological. KEYWORDS: Visual social media, Instagram, visual communication, digital methods Tim Highfield is Vice-Chancellor's Research Fellow at Queensland. Visual Communication Research Designs provides a step-by-step guide for designing research involving visuals relevant to communications media. Master of Arts in Visual Communication and Iconic Research, at Academy of Art and of practice-oriented design with Image/Media Research.

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