

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH

SUPPLEMENTARY EXAMINATION QUESTION PAPER 2005

TITLE OF PAPER : COMMUNICATION RESEARCH

COURSE CODE : JMC 202

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS :

- 1. ANSWER ANY FOUR (4) QUESTIONS.**
- 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 15 MARKS.**
- 4. THIS PAPER CONSISTS OF TWO PAGES, COVER PAGE INCLUDED.**

THE PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

Briefly explain the following:

- a. Content analysis
- b. From passive to active audiences
- c. Sampling
- d. Questionnaire

QUESTION 2

'People are the craziest monkeys', states A. Berger (1991:10). Express your views with regard to this statement by explaining the difference between scientific vs social scientific research.

QUESTION 3

Explain in detail why you think the Frankfurt School is significant in the history of communication research.

QUESTION 4

You have been assigned the task of investigating the opinions held by the general public about the newspaper in which you work as a News Editor. What research method would you regard as most appropriate? How would you go about **planning** and **conducting** your research using this particular method?

QUESTION 5

Discuss the main considerations in drafting a report of your research, illustrating your answer with a rough sketch of a report outline.

QUESTION 6

Why are ethical considerations important in relation to conducting social research? What are the difficulties of ethical decision-making?