

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE**

FINAL EXAMINATION 2006

TITLE OF PAPER: Introduction to Mass Communication Research

COURSE CODE: JMC201

**INSTRUCTIONS**

*Answer any FOUR questions from SIX*  
*Neatness, grammar and spelling will count in grading*  
*Each question carries 25 marks.*  
The examination lasts for THREE hours.

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

## JMC201 FINAL EXAMINATION 2006

### QUESTION ONE

Five Marks per answer

- (i) Define the term 'research'.
- (ii) How does 'academic' research differ from information gathering?
- (iii) Define the term 'hypothesis'.
- (iv) In what ways does a 'hypothesis' differ from a 'research question'?
- (v) Describe how a research problem can be broken down into two or more subproblems. Give an example of your own of a problem that can be broken down into subproblems.

### QUESTION TWO

25 marks

Explain what a case study is and give an example of how a case study can help in researching television. What are the disadvantages of using case studies?

### QUESTION THREE

25 marks

What are the strengths and weaknesses of using the ethnographic style of research? Give short examples from journalism or mass communication to support your answer.

### QUESTION FOUR

25 marks

What is the use of a survey in research? Give examples of how surveys can help us in researching audience attitudes to radio programmes.

### QUESTION FIVE

25 marks

In your opinion what types of media research are unfair to respondents? What guidelines can be used by researchers to ensure they remain ethically acceptable?

### QUESTION SIX

25 marks

As a researcher you have been asked to pretest a newspaper advertisement for volunteer help in a community fund-raising event to provide meals for homeless people. How would you do this?