

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAIN EXAMINATION 2008

TITLE OF PAPER: MASS COMMUNICATION RESEARCH METHODS

COURSE CODE: JMC 201

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.

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
JMC201 – Mass Communication Research Methods

MAIN PAPER - 2008

ANSWER FOUR QUESTIONS FROM SIX

QUESTION 1

Why is it important that researchers behave in an ethical manner? Give examples of how researchers can behave ethically when they are dealing with people? **(25 Marks)**

QUESTION 2

Explain what a case study is and give an example of how a case study can help in researching radio. What are the advantages of using case studies? **(25 Marks)**

QUESTION 3

You are asked to conduct a research project with the following hypothesis: 'The level of violent behaviour in children is directly related to the amount of violent television they watch' Explain in detail how you would conduct a literature review to start your research. **(25 Marks)**

QUESTION 4

Explain why samples are used in research. You want to conduct a research project to find out which radio programmes the people of Swaziland like to listen to. Explain how you would select a sample to do this. **(25 Marks)**

QUESTION 5

Why might a researcher use surveys in a communication research project? Give examples to illustrate your answer. **(25 Marks)**

QUESTION 6

A Swazi television station wants to find out which of its programmes are most popular with its audience and asks you to write a questionnaire to help them find out. Write a short questionnaire (no more than 12 questions) for them. You will not be present when people fill out the questionnaires so make sure you write clear instructions for the respondents. **(25 Marks)**
