

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SUPPLEMENTARY EXAMINATION QUESTION PAPER 2009

TITLE OF PAPER: MASS COMMUNICATION RESEARCH METHODS

COURSE CODE: JMC 201

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Each question carries **15 marks**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR.

## JMC 201 MASS COMMUNICATION RESEARCH METHODS

1. **Describe** FOUR research methods that can be applied to the study of mass communication. **(15 marks)**
2. **Formulate** a research problem in mass communication and **explain** how you would investigate it. **(15 marks)**
3. **Discuss** FOUR elements of research and **give** examples of the elements from mass communication. **(15 marks)**
4. **Explain** the modes of data analysis with regard to mass communication research. **(15 marks)**
5. **Examine** the aspects of *ethics* in mass communication research. **(15 marks)**
6. **Identify and describe** the steps of the research process. **(15 marks)**