

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2010 MAIN

TITLE OF PAPER: **MASS COMMUNICATION RESEARCH METHODS**

COURSE CODE: JMC 201

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer **four (4)** questions; No. 1 is **compulsory**.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. 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. The student of research must understand the logical linkage between **research problem** and **data**, on the one hand, and **research methods**, on the other hand – a linkage that is fundamental to the execution of any research project. **(40 marks)**
 - (i) **Explicate** the aforesaid linkage. **(10 marks)**
 - (ii) Adopting the “STRQH Formula,” **formulate** three research problems that could be investigated in mass communication, with three different methods, **justifying** each method. **(15 marks)**
 - (iii) **Define and classify data** according to three criteria, with examples from mass communication **(15 marks)**
2. *Survey* and *content analysis* are two popular research methods in mass communication. **Compare and contrast** these two methods, using at least FIVE factors. **(20 marks)**
3. **Write a synoptic** research proposal on any topic in mass communication, OR **describe** the *research process*. **(20 marks)**
4. **Do** a bivariate analysis of the data in Attachment 1 and **explain** the table that you (must) have constructed to that effect, observing all the principles of table construction. **(20 marks)**
5. **Identify and illustrate** the elements of *documentation*, with particular regard to the APA style. **(20 marks)**
6. Write **concise** notes on four of the following: **(20 marks)**

(i) Elements of research	(v) Characteristics of research
(ii) Variables	(vi) Classifications of research
(iii) Mass Communication phenomena	(vii) Sources of knowledge
(iv) Research ethics	(viii) Sampling

Attachment 1

RAW DATA MATRIX

Sex	Mass Media Preference
Female	Television
Female	Magazines
Male	Radio
Female	Magazine
Male	Newspapers
Male	Television
Female	Books
Male	Books
Female	Television
Male	Newspapers
Female	Television
Male	Radio
Male	Radio