

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: DECEMBER 2010 MAIN

TITLE OF PAPER: **INTRODUCTION TO MASS COMMUNICATION
RESEARCH**

COURSE CODE: JMC 214

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: 1. Answer **three (3)** questions, ONE each from Section A,
B and C.
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 214: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Section A

Each question in this section carries 30 marks.

1. "A research problem dictates the method that would be used for its investigation, and the title of any research study normally captures the problem that has been investigated, granted that every research problem has definite components or subparts." Below are titles of five research studies.
I: "Image of Swazi radio stations among UNISWA students"
II: "Television Station Switching Habits of Children"
III: "Sexual Innuendos in Soaps"
IV: "Effects of News Programmes on Knowledge of Current Affairs of University Students"
V: "The Evolution of the Editorial and Op-Ed Page in Swazi Newspapers"

(ii) State the research method that you would use to investigate the problem captured by the five titles above. (5 marks)
(ii) Expose the components of TWO of the problems. (10 marks)
(iii) Explain THREE of the research methods, which you have stated, in terms of their parameters. (15 marks)
2. Using the *STRQH Formula*, formulate THREE research problems and outline how you would carry out a study of one of the problems.

Section B

Each question in this section carries 15 marks

3. Examine the research process, systematically.
4. Identify SIX elements of research and explain each of them thoroughly, with concrete examples.

Section C

Each question in this section carries 15 marks.

5. Discuss the ethics of research.
6. Write CONCISE notes on THREE of the following:
(i) Characteristics of research (ii) Types of mass communication research
(iii) Classification of research (iv) Data collection instruments OR Validity and Reliability
(v) Research designs (vi) Sources of knowledge