

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: DECEMBER 2010 SUPPLEMENTARY

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

COURSE CODE: JMC 214

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: 1. Answer **four (4)** questions.
 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

Each question carries 15 marks.

1. "A research problem is a *package*, indeed." **Identify** the items of this package and **explain** them, with regard to the subject of mass communication.
2. **Formulate** THREE research problems in mass communication and **explain** how you would investigate ONE of them..
3. **Enumerate** and **discuss** the steps/stages of the research process.
4. **Expose** THREE research methods in terms of their parameters and/or dimensions
5. **Discuss** ethics of mass communication research.
6. **Describe** THREE data collection instruments or **discuss** "The Significance of Validity and Reliability in Mass Communication Research."