

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2011 MAIN

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

COURSE CODE: JMC 215

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **three (3)** 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 215: APPLIED MASS COMMUNICATION RESEARCH

Answer **THREE** questions. **Number 1 is compulsory.**

1. Frankel and Wallen (2000) state that, "Usually, a research problem is initially posed as a question, which serves as the focus of the researcher's investigation." The authors further state that, "Once a research question has been formulated, researchers want to turn it into as good a question as possible." They then proceed to enunciate "four essential characteristics" which good research questions possess.
  - (i) **List and explain** the four essential characteristics of good research questions as enunciated by Frankel and Wallen. **(10 marks)**
  - (ii) Attachment 1 contains a set of research questions which a student researcher formulated. Given the topic that the exercise was about, **evaluate** each question in the set, based on the four essential characteristics of good research questions; then, **refine** and **restate** each question (that is, both the major question and the minor questions) in a (more) researchable form. (You may completely **reconstruct** the questions if you wish.) **(10 marks)**
  - (iii) **Outline** how you would investigate the research question(s) that you have reformulated. **(10 marks)**
2. At a seminar on "Gender and the Media in Swaziland," a leading feminist activist asserts that, "In Swaziland, women's voices are rarely, if ever, heard in the media. The Swazi media portray women in bad light. What's more, women are not only few in the Swazi media, but also occupy no position of responsibility." **Design a study** that you would conduct to address the assertion of the activist. **(15 marks)**
3. **Describe** the chapters and components of a formal research **proposal** and a research **report**. **(15 marks)**
4. **State** the levels of data analysis; then, construct a table to show the relationship between the two variables in Attachment 2, and **comment** on what the table shows. **(15 marks)**
5. **Construct** an adequate questionnaire for a study on the attitude of UNISWA students towards the Swazi Press OR the image of journalists among UNISWA students. **(15 marks)**
6. **Prepare** a *coding schedule* and a *coding manual* for studying the types of advertisements in the *Swazi Observer* and the *Times of Swaziland*. **(15 marks)**

## ATTACHMENT 1

At some point early in this course, the class had an exercise on research problem formulation in which students were asked to formulate one major research question and two minor research questions, given the topic: "Effects of violent television programmes on children." Below is the answer of one student.

**1. Major Research Question**

Is juvenile delinquency a result of violent TV programmes?

**Minor Research Questions**

- (i) What are the effects of violent TV programmes on children?
- (ii) Are violent TV programmes suitable for children?

## ATTACHMENT 2

Case	Sex	Frequency of Newspaper Readership (in days of the week)
1	Female	1
2	Male	5
3	Male	4
4	Female	3
5	Male	7
6	Female	0
7	Male	3
8	Female	2
9	Male	6
10	Male	1
11	Female	5
12	Male	4
13	Female	2
14	Male	6