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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER 2013/2014

EXAMINATION QUESTION PAPER: MAIN

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

COURSE CODE: **JMC 347**

TIME ALLOWED: **TWO HOURS**

INSTRUCTIONS:

1. Answer **FOUR** questions: 30 minutes per question, **advisedly**.
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 347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Each question carries 25 marks.

1. Mass communication research may be classified in terms of Lasswell's popular paradigm. **Identify** and **explain** the types of mass communication research that derive from the paradigm; then **describe** the research method that is most appropriate for each type.

2. Every research method has its *data collection instrument*, and the survey and content analysis are two popular methods of research in mass communication. **Explain** the nature and structure of the data collection instruments used in survey and content analysis; then, **show** how one of these instruments may be constructed, stating, first, the research problem which it addresses.

3. The first step in research is the formulation of the problem to be investigated, and the research problem may be understood in two respects: *statements* and *components*. The research problem is expressed in the form of two *statements* and the statements have certain special *components*.
 - (i) **Name** the two statements used to express the research problem and the two or three components that they must have.
 - (ii) **Describe** each of the statements and each of the components.
 - (iii) **Give ONE** example of each of the statements and **TWO** examples of each the components, with regard to mass communication.

4. **Describe** the parts and elements of a research proposal; then, **outline** a research proposal for a study you intend to carry out in mass communication.

5. The tie that exists among *problem*, *data*, and *method* constitutes the grand pivot of research; hence we must have a thorough knowledge of the three,
 - (i) **Explain** this tie and **state** its significance.
 - (ii) **Analyse** **TWO** research methods based on three specific parameters.

6. **Write** terse notes on **FOUR** of the following:

(i) Research ethics	(ii) Research designs
(iii) Validity and reliability	(iv) Literature review
(v) Ackoff's diagrammatic model of inquiry	(vi) Sources of knowledge
(vii) Quantitative and Qualitative research	(vii) Sampling