

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
**SECOND SEMESTER, 2014/2015**  
EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER:           **DATA ANALYSIS AND REPORT WRITING FOR  
MASS COMMUNICATION RESEARCH**

COURSE CODE:           **JMC 348**

TIME ALLOWED:           **THREE (3) 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 348: Data Analysis and Report Writing for Mass  
Communication Research**

Answer FOUR questions. Each question carries 25 marks.

1. **Distinguish** *qualitative* from *quantitative* data analysis; then **examine** the tools, elements, and activities involved in both types of data analysis.
2. **Identify** and **explain** the various parts of a research report; then, **discuss** the essential qualities that a research report should have, as a form of composition.
3. Refer to the data in Attachment 1 and answer the research question below by: (i) **constructing** a bivariate table, and (ii) **explaining** the table.  
  
“Do older people read newspapers on more days<sup>1</sup> of the week than younger than younger ones?”
4. **Write** the Methodology chapter for a study, assuming the problem was about the coverage of traditional festivities in Swazi newspapers OR the readership of foreign magazines by working class women in Swaziland.
5. **Explain** the *data refinement continuum* and **tabulate** the age in Attachment 1.
6. **Explain** what is involved in writing the Introduction chapter of a research report.

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**ATTACHEMENT 1**

<u>Age</u>	<u>NDRNW*</u>
21	4
19	2
24	5
23	3
20	2
22	2
25	4
19	2
26	3
22	2
21	1

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\*Number of Days I Read Newspapers per Week