

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC347**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. Answer **THREE (3)** questions
2. Number 1 is **COMPULSORY**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.**

JMC347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Question 1 carries 40 marks, others 30 marks each.

1. Singleton and Straits (2005) make an observation which cannot be gainsaid: "Research begins with a question or problem. Problems initially chosen almost always require more precise formulation to be amenable to research."
 - (i) **List** the constituents of the *research problem*; then, **explain** each one. (10)
 - (ii) **Explain** five qualities of a researchable problem, with examples. (10)
 - (iii) **Formulate** a precise research problem, stating specific questions and/or hypotheses, given this subject: **Mass media audience**. (20)
2. **Examine** the scope of mass communication research.
3. **Analyse** THREE research methods and **explain** how you would use one of them to study a mass communication phenomenon.
4. **Explain** the components of the Research Proposal; OR **discuss** the research process in terms of Ackoff's *Diagrammatic Model of Inquiry*.
5. **Define** and **classify** *data*; then, **explain** the nature of the *data collection instrument* pertaining to any research method.
6. Write **concise** notes on FIVE of the following items.
 - (i) Units of analysis
 - (ii) Sampling techniques
 - (iii) Research designs
 - (iv) Research ethics
 - (v) Validity and reliability
 - (vi) Literature review
 - (vii) Characteristics of research
 - (viii) Audience research