

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC348**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** 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.**

JMC348: Data Analysis and Report Writing for Mass Communication Research
Answer two questions from each section. Every question carries 25 marks.

Section A: Data Analysis

1. Two tools which may be used in conjunction to expose the scope of **quantitative data analysis** are the *Data Refinement Continuum* and the *9-Cell Schema*. **Explain**, with illustrations.

2. **Answer A or B.**

A: **Explain** the *structure of data*; then, **illustrate** it by constructing a codebook of TEN relevant items.

B: Attachment 1 is a data matrix. Use it to **construct** a bivariate (contingency) table for Variable 2 and Variable 3; then, **answer** the following research question.

“Do women with higher education watch fewer soap operas than women with lower education?”

3. The analysis of *qualitative* data differs considerably from the analysis of *quantitative* data. **Explain** the activities and devices involved in qualitative data analysis.

Section B: Report Writing

4. In a systematic manner, **formulate** a research problem that pertains to mass communication; then, **write** the Methodology chapter for it.

5. **Answer A or B.**

A: **Mention** and **explain** the major differences between *qualitative report writing* and *quantitative report writing*.

B. **Identify** and **describe** FIVE of the six “alternative forms of writing qualitative research,” as espoused by Creswell (2005).

6. Writing can make or mar a research report; hence the qualities of a research report cannot be separated from its writing. **Discuss** EIGHT essential qualities of writing which must be brought to bear on a research report, with particular attention to its various parts.

ATTACHMENT 1

<u>Cases</u>	<u>Level of Education</u>	<u>Number of SO Watched Weekly</u>
1	T	2
2	P	4
3	S	3
4	T	2
5	P	3
6	S	4
7	T	0
8	P	3
9	P	4
10	S	3
11	T	1
12	P	3
13	S	3
14	T	2

P: Primary S: Secondary T: Tertiary

SO: Soap Opera