

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2017/2018

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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. 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.

JMC348: Data Analysis and Report Writing for Mass Communication Research

Answer FOUR questions. Each carries 25 marks.

1. **Explain** the *structure* of data; then **construct** a codebook using the content of Attachment A.
2. **Formulate** a research problem in mass communication; then **write** Methodology chapter for it.
3. For each of the following research questions or hypotheses, **name** the statistical technique you will use to analyse the data you will collect on it, and **describe** the nature of the technique.
 - (i) Do women watch television newscasts less than men?
 - (ii) The time spent reading newspapers will vary according to age.
 - (iii) Do journalism students read newspapers more than non-journalisms students?
 - (iv) Knowledge of current affairs will be related to exposure to news in newspapers and on television.
4. **Describe** the major parts of a research report, specifying their elements or subparts.
5. **Explain** the stages of data analysis for both qualitative and quantitative research.
6. **Discuss** the essential differences between a qualitative research report and a quantitative research report.