

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2018/2019

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.

## JMC 347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Number 1 carries 40 marks, others 25 marks each.

1. Just as a stranger needs to learn the language of a society or community to become a functional member, the beginning student of research must learn the language of research to be able to talk about and conduct research, to wit, *research terminology*. Indeed, Ary, et al. (1972) assert that:

Any scientific discipline has need for a specific language for describing and summarizing the observations in that area. The scientist needs terms at the empirical level in order to describe particular observations....”

  - (i) **Provide** an *itemised* conspectus of the language of research that covers its *elements*, comprehensively and systematically. **(10 marks)**
  - (ii) **Define** TWO items in your conspectus; then **analyse** each of them. **(10 marks)**
  - (iii) Assume you were to carry out a research project in mass communication and **apply** the items in your conspectus to **prepare** an adequate outline of your *research proposal*. **(20 marks)**
2. **Illustrate** and **describe** Ackoff's (1953) diagrammatic model of inquiry and **comment** on its uniqueness as a model of the research process.
3. **Analyse** *content analysis* or *survey* using the typical triple dimensions of research methods; then **explain** the nature of its data collection instrument.
4. **Classify** research according to SIX criteria and **discuss** the types of research that derive from two of the criteria.
5. **Discuss** the ethics of research.
6. Answer A or B.

A: “Do television programmes that contain violence make children behave violently?” **State** the research method that may be used to answer this question and **design** a study to that effect.

B: “News in Eswatini newspapers is more about *matters of personal interest* than *matters of public interest*.” If you were to subject this claim to empirical verification, which research method would you use, and how would you design the study?