

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2018/2019

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: JMC347

TIME ALLOWED: TWO (2) 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.

JMC347 INTRODUCTION TO MASS COMMUNICATION RESEARCH

Answer 4 questions. Each question carries 25 marks.

1. **Analyse** the process of research with the aid of Ackoff's (1953) diagrammatic model of inquiry.
2. Mastery of the terminology of research is a prerequisite for doing research. **Evince** your mastery of research terminology by **presenting** an *itemised* conspectus of research language. **Analyse** two items in the conspectus.
3. A cardinal aspect of research is ethics. **Identify** the aspects of research ethics and **explain** the significance of ethics in research.
4. **Formulate** a *researchable* problem in mass communication and **explain** how you would investigate it with the relevant research method.
5. **Develop** a research proposal for a research project in mass communication.
6. **Analyse** TWO research methods on the basis of the three typical dimensions of empirical observation.

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EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: MASS MEDIA ENTREPRENEURSHIP

COURSE CODE: JMC351

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer THREE (3) questions.
2. Question 1 is COMPULSORY.
3. Write **legibly**, that is, **boldly** and **clearly**.