

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2018/19

EXAMINATION QUESTION PAPER: MAIN

PAPER: **JMC348: Data Analysis and Report Writing for
Mass Communication Research**

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, TWO from each section. Each question carries 25 marks.

SECTION A: DATA ANALYSIS

1. **Examine** the *levels* and *techniques* of quantitative data analysis, **giving** concrete examples.
2. Attachment 1 presents part of the data for a study of UNESWA students. Use the data to answer the following questions.
 - (i) **Prepare** a *codebook* and a *data matrix*.
 - (ii) **Construct** a frequency distribution table for HSWTVD, according to the formal requirements of table construction.

3. Answer A or B.

A: **Explain**, with **illustration**, what is involved in the analysis of data obtained from *composite measures* such as the *Likert Scale* or the *Semantic Differential Scale*.

B: **Construct** a joint frequency table for the data in Attachment 1, according to the formal requirements of table construction; then **explain** the table.

4. **Discuss** the activities involved in *qualitative* data analysis.

SECTION B: REPORT WRITING

5. *Research report writing* begins from the moment the researcher is formulating the research problem, which invariably constitutes the **Introduction** of the report. **Itemise** the things the researcher needs to do in formulating the research problem, with regard to a specific mass communication phenomenon; then **write** a condensed introduction for your study.
6. A prerequisite of report writing is *good writing*. **List** and **describe** SIX qualities of good writing; then **explain** how you would apply them to the chapter on Literature Review and that on Findings.
7. **Discuss** *documentation* in terms of the following: (i) Significance; (ii) Elements; and (iii) Styles.
8. **State** how the writing of the *qualitative* research report differs from that of its quantitative counterpart, and then **discuss** TWO of the forms for writing *qualitative* research reports, as described by Creswell (2005).

ATTACHEMENT 1

<u>Age</u>	<u>HSWTVD*</u>
21	1
19	2
24	1
23	3
20	2
22	1
25	2
19	3
26	1
22	3
21	2

*Hours Spent Watching Television Daily