

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2019/2020 EXAMINATION QUESTION PAPER: MAIN PAPER

Title of Paper: Introduction to Mass Communication Research

Course Code: JMC 347

Time Allowed: Three (3) hours

Instructions

1. Answer all questions in Section A.
2. Answer any ONE (1) question in Section B.
3. You are advised, in your own interest, to write legibly and follow carefully the instructions you are given.

Section A: Answer all questions

Question One

(a) With the aid of relevant examples, sufficiently define and explain the following terms (your answer should be at least half-page for each term):

- (i) Paradigm [2]
- (ii) Ontology [2]
- (iii) Epistemology [2]
- (iv) Axiology [2]

(b) Using relevant examples, discuss the ontological, epistemological, methodological and axiological assumptions of the following paradigms (Write minimum of two pages for each paradigm):

- (i) Post-positivism [6]
- (ii) Social constructionism [6]

Question Two

Write brief notes on the following key elements of a research proposal. Your answer should discuss the importance of each element.

- (i) Introduction [2]
- (ii) Research problem [3]
- (iii) Purpose statement [2]
- (iv) Methodology [3]

Question Three

Write an **introduction** to a proposed study. Include one paragraph (8-10 lines) each for the research problem, the related literature about this problem, the deficiencies in literature and the purpose statement. [10]

Section B: Answer One Question

Question Four

- (a) Should a researcher inform potential participants that they would be research subjects? Provide reasons why and circumstances under which one might not inform participants. [4]
- (b) Explain the difference between ensuring confidentiality to research subjects and providing anonymity. [2]
- (c) Briefly explain the benefits of informed consent in journalism and media research. [2]
- (d) Using a topic of your choosing related to journalism and media studies, answer the following questions:
- (i) Write a brief introduction and purpose paragraph for your study's project. [3]
- (ii) Write a paragraph about requirements for participation in your study. [3]
- (iii) Write a statement about study procedures and how you will ensure confidentiality. [3]
- (iv) Write a statement about the voluntariness of your project. [3]

Question Five

Using relevant examples, define and explain the following data collection techniques:

- (i) Focus groups [5]
- (ii) In-depth interviews [5]
- (iii) Document analysis [5]
- (iv) Participant observation [5]