

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2019/2020 EXAMINATION QUESTION PAPER: SUPPLEMENTARY 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) Positivism [6]
 - (ii) Critical Theory [6]

Question Two

Using the purpose statement scripts discussed in class, write a purpose statement based on the topic of your choosing on the following:

- (i) Qualitative study [10]
- (ii) Mixed methods study [10]

Section B: Answer One Question

Question Three

- (a) What is a hypothesis? [3]
- (b) What are the characteristics of a good hypothesis [5]
- (c) Observing a relationship between two variables is not convincing evidence of a causal relationship between variables. Why not, if you have observed it? Use an example to illustrate. [7]
- (d) "Children who consume violent television content are more likely to be bullies at school than children not exposed to violent programming on television". Using the hypothesis above, answer the following questions:
 - (i) Identify the independent variable [1]
 - (ii) Identify the dependent variable(s) [1]
 - (iii) Is the relationship between the variables causal or correlational? Why? [3]

Question Four

- (a) Formulate five research questions related to your field of interest in journalism and media studies that can be investigated by means of survey research. [5]
- (b) Discuss the difference between qualitative, mixed methods and quantitative research approaches including data collection and analysis tools for the three approaches. [9]
- (c) Define and compare any two (2) different types of data analysis methods used in qualitative research. [6]

Question Five

- (a) Define and explain simple random sample, systematic sample, and stratified sample. [6]
- (b) Why choose stratified sampling? Mention two main reasons. [2]
- (c) What is the difference between a "random" (probability) sample and a non-random sample? [4]
- (d) Why is a probability sample preferred in quantitative research over a non-probability sample? Summarize the shortcomings and strengths of non-probability samples. [4]