

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

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 417

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE (3)** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1

- a) Wimmer and Dominick argue that the difference between quantitative and qualitative research is blurred. Discuss, aiding your answer with examples.

(10 Marks)

- b) Explain the significance of copy testing in advertising research.

(4 Marks)

- c) There are numerous approaches in research in advertising. Explain any two approaches giving examples to illustrate your answer.

(6 Marks)

QUESTION 2

- a) Davies (2012) notes that codes of ethics incorporate the principles of autonomy, nonmaleficence and beneficence. Explain this statement supporting your answer with examples.

(10 Marks)

- b) Discuss the rights of children in advertising research aiding your answer with examples.

(10 Marks)

QUESTION 3

- a) Wimmer (2014) argues that there is no area of mass media that is not affected by research. Explain this statement in relation to the significance of advertising research.

(10 Marks)

- b) A hypothesis is a testable proposition. Discuss giving examples to illustrate your answer.

(5 Marks)

- c) Discuss the importance of reliability and validity in advertising research.

(5 Marks)

QUESTION 4

The scientific method is the choice of mass media researchers because it includes all the steps that allow for the advancement of knowledge. Discuss five qualities that differentiate the scientific method from the other methods of knowing or learning adapted from Wimmer and Dominick (2014). Illustrate your answer with examples.

(20 Marks)

QUESTION 5

a) Discuss four primary ways of collecting data through the use of surveys, giving examples to illustrate your points.

(12 Marks)

b) Compare and contrast snowball sampling and quota sampling.

(8 Marks)

QUESTION 6

a) Explain two important activities that have to take place prior to data examination of focus groups.

(4 Marks)

b) Explain any five criteria used to determine which survey method to use for a particular study illustrating your answer with examples.

(10 Marks)

c) Qualitative data analysis centres on themes. Explain this statement giving examples to support your answer.

(4 Marks)

d) What is a metatheme?

(2 Marks)

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

TITLE OF PAPER: NEW MEDIA

COURSE CODE: JMC 423

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1 (COMPULSORY)

- a) Is fake news a myth or reality in the Kingdom of Eswatini? Discuss, illustrating your answer with examples.

(10 Marks)

- b) Suggest practical ways of curbing the spread of fake news by the mainstream media in the Kingdom of Eswatini.

(10 Marks)

QUESTION 2

The death of former Prime Minister, Barnabas S. Dlamini, showed the inhumane side of social media with regard to the African philosophy of *buntfu/botho/ubuntu*.

- a) Discuss, giving examples to illustrate your answer.

(10 Marks)

- b) Suggest practical ways through which this could be addressed in Eswatini.

(10 Marks)

QUESTION 3

Discuss the role of new media in accelerating the following Sustainable Development Goals. Illustrate your answer by giving examples.

- a) Goal 1
- b) Goal 3
- c) Goal 4
- d) Goal 5

(20 Marks)

QUESTION 4

- a) Discuss the nature and causal factors of the digital divide in the Kingdom of Eswatini. Give examples to illustrate your answer.

(10 Marks)

- b) Suggest practical ways of reducing the divide in the Eswatini context.

(10 Marks)

QUESTION 5

Following a resolution in 2006 by the International Telecommunications Union (ITU) membership to migrate from analogue to digital terrestrial television there were numerous opportunities and challenges for the Southern African Development Community (SADC). Discuss; giving examples to support your answer.

(20 Marks)

QUESTION 6

Mobile Money uptake in South Africa failed to take off yet in the Eswatini context it has been phenomenal.

- a) Explain the factors that contributed to the failure/success of mobile money in the countries under review.

(10 Marks)

- b) Discuss the threats to freedom of expression with the VELA National Subscriber (SIM-Card) Registration Project.

(6 Marks)

- c) Explain some of the disadvantages associated with mobile money in the Eswatini context.

(4 Marks)