

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAIN EXAMINATION QUESTION PAPER 2009

TITLE OF PAPER: MASS COMMUNICATION RESEARCH METHODS

COURSE CODE: JMC 201

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Number 1 is **compulsory**.
3. Write **legibly, that is, boldly and clearly**.
4. Evince the principles of **composition and grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR.

JMC 201 MASS COMMUNICATION RESEARCH METHODS

1. "The competent researcher must have a sound knowledge of the research **process**, the **methods** of research, and given **subject** that any research is about."
(30 marks)
 - (i) **Identify and explain** the steps involved in the research process.
(12 marks)
 - (ii) Using Lasswell's interrogatory model of communication, **analyse**, that is, **break down**, the subject of mass communication research.
(10 marks)
 - (iii) **Describe TWO** popular methods of mass communication research, specifying the vital elements of research that they involve. (8 marks)

2. At a symposium on "News in Swaziland Newspapers," a panel member made the following observation: "The major news stories in the *Times of Swaziland* and *The Swaziland Observer* are more often than not about social matters rather than political or economic matters."
If you were asked as a researcher to provide evidence **for** or **against** the view of the panel member, how would you carry out the task? **Explain the method** and **procedure** you would adopt.
(10 marks)

3. Find in Attachment 1 data extracted from a pilot casual study. **Construct** a bivariate table (a cross-tabulation) for *mass media preference* by *sex*; then **interpret** the "finding" exhibited in your table.
(10 marks)

4. Systematically **formulate** a problem on any aspect of mass communication; that is to say: **state** your research question(s) and/or hypothesis (-es), **identify** your major concepts and/or variables, and **define** them.
(10 marks)

5. **Identify** the elements of a research proposal and a research report, and **explain** difference(s) between the two documents.
(10 marks)

6. **Write BRIEF** notes on **FOUR** of the items below. (10 marks)
 - (i) Experimental group
 - (ii) Data Collection Instruments
 - (iii) Problem
 - (iv) Sampling techniques
 - (v) Research ethics
 - (vi) Validity and reliability

Attachment 1

RAW DATA MATRIX

Sex	Mass Media Preference
Female	Television
Female	Magazines
Male	Radio
Female	Magazine
Male	Newspapers
Male	Television
Female	Books
Male	Books
Female	Television
Male	Newspapers
Female	Television
Male	Radio
Male	Radio