

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2010 SUPPLEMENTARY

TITLE OF PAPER: MASS COMMUNICATION RESEARCH METHODS

COURSE CODE: JMC 201

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer **four (4)** questions.
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

Each question carries **25 marks**

1. Using the "STRQH" Formula, **formulate** FOUR research problems that could be investigated in mass communication by using different research methods.
2. **Identify** and **explain** the elements of a research proposal, with regard to mass communication.
3. **Discuss** the major categories of mass communication phenomena and **state** the research methods popularly associated with the study of four specific mass communication phenomena of your choice.
- 4/ **Explain** the importance of documentation in research; then, **describe** the APA style of documentation.
5. **Examine** *data* and *data analysis*, with examples from mass communication research.
6. Answer A or B.
A: **Analyse** FOUR elements of research, with regard to mass communication
B: **Discuss** the ethics of research, with regard to mass communication.