

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2011 SUPPLEMENTARY

TITLE OF PAPER: **APPLIED MASS COMMUNICATION RESEARCH**

COURSE CODE: JMC 215

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions, ONE each from Section A, B and C.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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

JMC 215: APPLIED MASS COMMUNICATION RESEARCH

Each question carries 20 marks.

1. **Explain** the “four essential characteristics” of good research questions, according to Frankel and Wallen (2000); then, formulate two research questions that have such characteristics.
2. **Sketch** a research *proposal* on subject of your choice, including all the necessary components.
3. **Construct** an adequate questionnaire for a study on the attitude of Swazis towards journalists.
4. **Explain** the levels of data analysis; then, **identify** the kinds of techniques or items that go with them.
5. **Distinguish** a *coding schedule* from a *coding manual* and **illustrate** both.
6. **Formulate** TWO research problems that can be investigated through content analysis, and TWO that can be investigated through any other research method.