

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER, 2012/2013
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **INTRODUCTION TO MASS COMMUNICATION RESEARCH**

COURSE CODE: **JMC 347**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS: 1. Answer **THREE (3)** 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 347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

1. To do research in mass communication, we need to know how to combine our knowledge of the **process** and **methods** of research with our knowledge of specific **mass communication phenomena**. **(50 marks)**
 - (i) **Expose** the range of mass communication phenomena that we can investigate in mass communication. **(10 marks)**
 - (ii) **Show** the process you would go through to select a *problem* (or *topic*) that you want to investigate in mass communication, and **specify** the problem or topic. **(10 marks)**
 - (iii) **Formulate** the problem in terms of *researchable questions* and *hypotheses*, **identifying** the key variables involved. **(15 marks)**
 - (iv) **Lay bare** your study design. **(15 marks)**
2. **Analyse** *survey* OR *content analysis*; then, **design** the data collection instrument for a well-defined problem that you want to investigate through either of the two research methods. **(25 marks)**
3. The *research proposal* and the *research report* are two important documents which researchers must know how to write. **Describe** the elements of the research proposal and the research report; then, **state** the purpose served by each document. **(25 marks)**
4. **Define** and **analyse** FIVE elements of research. **(25 marks)**
5. Concerning research, the *scientific method* does not belong to **Science** - that is, the subjects collectively referred to as the "Sciences" – alone. **Discuss** the "scientific method" and **explain** why the other two major areas of knowledge or forms of scholarship can lay claim to it. **(25 marks)**
6. **Write** BRIEF notes on **five** of the following. **25 marks)**
 - (i) Science and its assumptions
 - (ii) Experiment OR Focus group
 - (iii) Ethics in research
 - (iv) Data analysis OR Documentation
 - (v) Validity and reliability
 - (vi) Sources of knowledge
 - (vii) Characteristics of knowledge
 - (viii) Ackoff's diagrammatic model of inquiry