

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2014/2015

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC 347**

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

INSTRUCTIONS:

1. Answer **FOUR (4)** questions
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 347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Each question carries 25 marks.

1. You are interested in studying how decisions about the news stories that appear in newspapers or newscasts are made. **Identify** and **explain** the type of research that you will conduct concerning this phenomenon of interest in terms of the following criteria or parameters: (i) *objective/goal/purpose*; (ii) *setting*; (iii) *measurability of phenomena*; (iv) *research design*; and (v) *research method*.
2. **Differentiate** the *research process* from the *research project*, and the *research proposal* from the *research report*, **enumerating** and **describing** their activities and elements, as each of them requires.
3. **Formulate** ONE research problem about either the *audience* of mass communication or the *effects* of mass communication; then, do the following:
 - (i) **identify** and **define** the key variables that the problem entails;
 - (ii) **state** the major research question or hypothesis to be investigated; and
 - (iii) **state** and **justify** the research method you would employ to investigate the problem.
4. Ackoff's diagrammatic model of inquiry captures and elucidates the research process, uniquely. **State** the sense in which Ackoff's model is unique; then, **explain** the dimensions, elements, and activities that Ackoff identifies and articulates in his model.
5. Answer A or B.
 - A:** One of the two national newspapers in the country is interested in knowing the composition and lifestyle of its readers. **Design** a study to avail the newspaper with the information it needs.
 - B:** **Examine** the phases/steps of the *research process* with particular attention to the activities and elements involved in either the *survey method* or *content analysis*.
6. **Write concise** notes on FIVE of the following:
 - (i) Research and the cone of knowledge
 - (ii) Mass communication research
 - (iii) Validity and reliability
 - (iv) Research ethics
 - (v) Essence and significance of *questions*
 - (vi) Research and statistics
 - (vii) Questionnaire construction
 - (viii) Coding schedule and manual