

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2015/2016

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. Question #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

Question 1 carries 40 marks, others 30 marks each.

1. The gamut of the phenomena that may be researched in mass communication is extremely vast, just as the methods that may be employed in their investigation are very diverse.
 - i. **Identify** the categories of phenomena in the gamut of mass communication about which researchers can formulate a problem to study. **(5 marks)**
 - ii. **Explain** each of the categories you have identified, with particular regard to their components that can be investigated. **(15 marks)**
 - iii. **Name** five research methods used in mass communication. **(5 marks)**
 - iv. **Describe** ONE of the research methods you have named, employing FIVE parameters. **(15 marks)**
2. **Examine** the five questions below; then, do the following:
 - a) **Indicate** which of the questions are *researchable* or *non-researchable*. **(5 marks)**
 - b) **Explain** why each question is researchable or non-researchable. **(10 marks)**
 - c) **Rephrase** the questions which are non-researchable to make them researchable. **(5 marks)**
 - d) **Describe** how you would investigate ONE of the questions. **(10 marks)**

QUESTIONS

- i. Is radio useful for AIDS campaigns?
 - ii. Do children who watch television programmes aimed at kids know more about science than those who do not watch such programmes?
 - iii. Is news in Swazi newspapers more reliable than news on Swazi television?
 - iv. Are there more grammatical errors in news stories than in personal columns in Swazi newspapers?
 - v. How popular is movie-going among Swazis?
3. *Problem* is the heart of research, its formulation the first step any researcher must take. But the researcher cannot carry out this step adequately without understanding the research problem thoroughly.
 - i. **Define** *research problem*. **(5 marks)**
 - ii. **Identify** the complex of factors involved in the research problem, systematically. **(10 marks)**
 - iii. **Formulate** a *research problem* in mass communication which you would like to investigate. **(15 marks)**
 4. **Explain** the phases of the *research process*, comprehensively, according to any framework/example/model of your choice, naming its author.
 5. **Discuss** the various aspects of *research ethics*, with regard to mass communication.
 6. So you believe that all or most of the questions above are unfair to you or have rubbed you the wrong way! Well, then: **Set ONE** question on mass communication research for yourself and answer it. **MARKS SHALL BE AWARDED FOR THE SUBSTANCE AND INCISIVENESS OF THE QUESTION AND THE ANSWER.**