

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC347**

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

INSTRUCTIONS:

1. Answer **FOUR** 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.

JMC247: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Each question carries 25 marks.

1. **Explain** the qualities of a research problem; then **formulate** a research problem in mass communication.
2. **Compare** the two research methods of *survey* and *content analysis*; then **ask** two questions which each method could be used to answer, with regard to mass communication.
3. **Discuss** the research process.
4. **Expose** the scope of mass communication research.
5. **Examine** the components of the Research Proposal, with regard to a topic in mass communication.
6. **Discuss** FIVE *elements of research*, with examples related to mass communication.