

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2017/2018**

EXAMINATION QUESTION PAPER: **MAIN**

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

COURSE CODE: **JMC347**

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.

155

JMC347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Question 1 carries 40 marks, others 30 marks each.

1. Besides the *subject* we are investigating, three factors that we need to master in order to carry out research properly are the *process*, *elements*, and *methods* of research.
  - (i) With reference to any model of your choice, **explain** the research process, comprehensively. **(15 marks)**
  - (ii) **Identify** and **describe** five elements of research. **(10 marks)**
  - (iii) **Expose** the scope of the subject, mass communication; then, **identify** the research methods which you employ to study five research questions dealing with five different problems in mass communication. **(15 marks)**
  
2. **Analyse** two research methods, based on at least FOUR specified parameters; then, **comment** on their strengths/weaknesses or advantages/disadvantages. **(30 marks)**
  
3. Answer A or B.

**A: Describe** SIX different types of questions found in questionnaires, giving an example of each one; then, **construct** a 10-12 item questionnaire for a study on the attitude of Swazi journalists towards the use of anonymous sources.

**B: Describe** the *coding schedule/scheme* and the *coding manual*; then, **construct** a coding sheet for a study on the coverage of politics in Swazi newspapers.
  
4. Research has various types and characteristics. **Examine** the types of research, based on three criteria of classification, and **explain** FIVE of its characteristics of research.
  
5. **Distinguish** the *research proposal* and the *research report*; then **identify** and **describe** the components of the latter.
  
6. **Analyse** and **discuss** the ethics of research.