

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2017/2018**

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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.

## JMC347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

**Answer FOUR questions. Each question carries 25 marks.**

1. Systematically **expose** the scope of mass communication and **describe** four research methods that are employed in studying the subject.
2. **Formulate** a research problem in mass communication; paying adequate attention to the components of the *Research Problem Complex*, then, **design** the data-collection instrument that you would use to investigate the problem.
3. **Examine** the nature of research methods, with particular regard to the quintessential triple dimensions of observation.
4. Models of the research process may differ, but they have certain fundamental things in common. **Discuss** the research process in terms of what its various models have in common.
5. **Analyse** the ethics of research and **comment on** the imperative of ethics in research.
6. **Explain** the two major categories of sampling technique and various types that fall under each category.