

UNIVERSITY OF SWAZILAND

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FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER 2013/2014**

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC 347**

TIME ALLOWED: **TWO HOURS**

INSTRUCTIONS:

1. Answer **FOUR** questions: 30 minutes per question, **advisedly**.
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. **Describe** the *research process*; then *formulate* a problem you would investigate in mass communication.
2. **Classify** mass communication research using three criteria or frameworks.
3. **Analyse** TWO research methods, based on five parameters.
4. **State** two research problems that require two different research methods; then, **construct** a data collection instrument that you use for studying one of the problems.
5. **Analyse** the following elements of research: *variables, units of analysis, and data*. **Give examples** that pertain to mass communication.
6. **Describe** the parts and components of a research proposal; then, **outline** the proposal of a study you could carry out in mass communication.