

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2015/2016

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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

COURSE CODE: **JMC 347**

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

INSTRUCTIONS:

1. Answer **FOUR (4)** 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.

JMC 347: INTRODUCTION TO MASS COMMUNICATION RESEARCH

Question 1 carries 40 marks, others 30 marks each.

1. There is no shortage of subjects or phenomena to study in mass communication, and the methods for investigating them are myriad.

- (i) **Identify** and **explain** the range of items that can be investigated in mass communication research. **(10 marks)**
- (ii) **Describe** FIVE methods that can be employed in mass communication research. **(20 marks)**
- (iii) For each research method you described, **ask** a question that can it can be used to answer. **(10 marks)**

2. **Identify** and **explain** the *elements* of research.

3. Research, like any other human activity, involves ethics. **Expose** the matters involved in research ethics.

4. **Explain** what makes a problem *researchable* or *non-researchable*; then, formulate THREE researchable questions and THREE non-researchable questions.

5. **Analyse** the *research process*, exposing the activities in its various phases.

6. **Design** a study to investigate a problem of your choice.