COURSE: Communication Research  TIME: 2 hours
DEPARTMENT AND SCHOOL: Department of Communication and Media Studies
School of Communication
SUBJECT CODE: CMS 2B21  MARKS: 100
EXAMINERS:
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2. Ms A.M. Hoffman
MODERATOR:
1. Mr Mthobeli Ngcono

THIS PAPER CONSISTS OF TWO (2) PAGES

- This paper has three (3) sections. Section A is weighted more heavily than sections B or C.
- Answer the compulsory question from Section A.
- Answer one (1) question from Section B and one (1) question from Section C
- Read the questions carefully.

SECTION A: THE RESEARCH PROCESS

THIS SECTION IS COMPULSORY. PLEASE ANSWER THE QUESTION BELOW:

You are conducting research for your Honours degree on the media coverage of the Oscar Pistorius trial.

a. Formulate research questions or hypotheses.

b. Identify the correct research process model, and clearly outline the steps you would follow to find this information and why these steps are appropriate to your topic.

c. What are the ethical considerations as they relate to your research project?

Section A total: [50]
SECTION B: QUANTITATIVE APPROACH

THIS SECTION IS COMPULSORY. ANSWER ONE (1) OF THE FOLLOWING QUESTIONS.

B1. Validity and reliability are central concepts associated with research methodology. Define these two concepts and discuss the requirement of measurement validity and reliability. Include in your discussion three types of validity and three types of reliability and support your answer with relevant examples.

(25)

OR

B2. Define and discuss the broader sampling methods, known as probability and non-probability sampling. Include in your discussion three types of each sampling method, and support your discussion with relevant examples.

(25)

Section B total [25]

SECTION C: QUALITATIVE APPROACH

THIS SECTION IS COMPULSORY. ANSWER ONE (1) OF THE FOLLOWING QUESTIONS.

C1. Define and discuss the following two qualitative methodologies: interviews and focus groups. Explain how they differ from each other. Remember to include strengths and weaknesses in your discussion. When would each be the most appropriate methodology for your research?

(25)

OR

C2. What are the advantages and disadvantages of ethnographic research? Pay particular attention to the different roles of the researcher and how they may be applied. Provide examples to support your arguments.

(25)

Section C total [25]

TOTAL: 100

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