

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
INTRODUCTION TO MEDIA RESEARCH METHODS (IJM 1106)
JULY 2004 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer **four** questions only
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

1. Discuss the importance of research in media studies. Give specific examples in your answer.
[25 marks]
2. Describe the major factors researchers should take into account before carrying out research.
[25 marks]
3. Describe the major types of research in media studies.
[25 marks]
4. What are the two types of sampling? Which factors do you have to consider when choosing sampling techniques?
[25 marks]
5. Identify and describe methods that are more appropriate when studying media audiences. Give reasons for your answer.
[25 marks]
6. With the aid of examples, describe the major steps of carrying out media research.
[25 marks]

