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)
DECEMBER 2005 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

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

Question 1

Using specific examples, discuss the reason why research in Media Studies should be scientific and systematic.   **[25 marks]**

Question 2

"In many countries practical needs remain as the most fertile ground for research problems in Journalism". With reference to this statement discuss some of the areas that need to be studied in the Zimbabwean context.   **[25 marks]**

Question 3

a) Discuss the major characteristics of quantitative research.   **[10 marks]**
b) What are the advantages of this approach over qualitative research?   **[15 marks]**
                                                           TOTAL: [25 marks]

Question 4

"In Journalism, it is practically impossible to use participant observation as a research tool". Do you agree with this statement? Give examples in your answer. **[25 marks]**

Question 5

Briefly discuss the strengths and weaknesses of the following sampling techniques.

a) Systematic   **[5 marks]**
b) Judgemental Sampling   **[5 marks]**
c) Cluster Sampling   **[5 marks]**
d) Stratified Sampling   **[10 marks]**
                                                    TOTAL: [25 marks]

Question 6

Discuss the major challenges that face journalism and media studies researchers in the African continent **[25 marks]**

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