

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
APPLIED RESEARCH METHODS: (IJM 2202)  
MAY 2006 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**SECTION A: COMPULSORY**

**Question 1**

A local non –governmental organisation is keen to hire a researcher to study the reception of some HIV/AIDS advertisements on stigmatisation by university students. The advertisements were flighted on a local television station for the past 3 months. Create a research design, which can be used to study this research problem. Justify why this design is the most suitable to study this research problem. **[40 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

To what extent is the scientific method suitable for investigating research problems in journalism and media studies? **[20 marks]**

**Question 3**

Discuss the major characteristics of the effects research and reception analysis research traditions in media studies. **[20 marks]**

**Question 4**

- a) Discuss the usefulness of discourse analysis as a research tool to journalism and media studies. **[10 marks]**
- b) Read Appendix A, and show the major issues raised by the press statement. In your answer refer to some ‘hidden’ meanings in the text. **[10 marks]**

**TOTAL: [20 marks]**

**Question 5**

“Statistics provide researchers in journalism and media studies with a powerful tool for summarizing and analysing data.” Discuss this statement with relevant examples.

**[20 marks]**

**Question 6**

“There are no ethical concerns peculiar to research in Africa. Ethics apply everywhere equally.” Critically discuss this statement, giving specific examples.

**[20 marks]**