

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
APPLIED RESEARCH METHODS: (IJM 2202)
JULY 2006 SUPPLEMENTARY 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

An organisation working with women wants a researcher to investigate the challenges that female journalists face in their careers. Assuming that you are keen to carry out the study, create a research design that you will use to investigate this research problem.

[40 marks]

SECTION B: ANSWER TWO QUESTIONS

Question 2

Discuss the various data coding methods and their implications on statistical tools to be used in data analysis.

[20 marks]

Question 3

Discuss the two major philosophical underpinnings that inform qualitative and quantitative research approaches in journalism and media studies.

[20 marks]

Question 4

A media house has engaged you to research on the readers' evaluation of their flagship newspaper, the *Mpopoma Times*.

- a) Design a questionnaire to be used for this study. **[15 marks]**
- b) Why do you think questionnaires will be a useful research tool for this study

[5 marks]

TOTAL: [20 marks]

Question 5

Write brief notes on the following content analysis techniques

- a) Narrative analysis. [5 marks]
- b) Semiotic analysis. [5 marks]
- c) Thematic analysis. [5 marks]
- d) Discourse analysis. [5 marks]

TOTAL: [20 marks]

Question 6

“The literature review stage is one of the most key stages in the research cycle.” With reference to this statement, discuss the significance of this stage to the research process.

[20 marks]