



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
RESEARCH METHODOLOGY IN JOURNALISM AND MEDIA STUDIES

IJM 5201

Main Examination Paper

April 2017

This examination paper consists of 2 pages.

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Dr. Cleophas Muneri

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

SECTION A

QUESTION 1

a). Choose a research paradigm and explain the epistemological, ontological and methodological assumptions that inform this paradigm. **(15 Marks)**

b). Show how you can apply these epistemological, methodological and ontological assumptions to a media, journalism or communication research topic of your choice. **(25 Marks)**

TOTAL [40 Marks]

SECTION B

QUESTION 2

Choose a central journalism and mass media problem or research question in your area of interest and propose a research design clearly indicating the research method(s) that you will use. **[30 Marks]**

QUESTION 3

Discuss the use of the quantitative research approach in journalism and media studies highlighting its applicability to research phenomena that can be difficult to quantify. **[30 Marks]**

QUESTION 4

(a) Discuss why Critical Discourse Analysis (CDA) is regarded as both a theory and a method. **(15 Marks)**

(b) What are CDA's assumptions on language, social reality and power? **(15 Marks)**

TOTAL [30 Marks]

QUESTION 5

If you were asked to make an argument for the use of either qualitative or quantitative approach to research for a research project in journalism and media studies, which one would you choose? Show your reasons by highlighting the strengths of the approach of your choice over the other. Use examples of research in journalism and/or media studies to illustrate your answer. **[30 Marks]**