UNIVERSITY OF KWAZULU-NATAL

Main Examinations: 6 June, 2014

School of Arts
Pietermaritzburg Campus

COURSE: Critical Methodology
Code: MECS704P1

DURATION: 4 Hours

TOTAL MARKS: 100

Internal Examiner(s): Ms F. Jackson
External Examiner(s): Dr M Burger

INSTRUCTIONS.

1. This question paper consists of TWO pages; please ensure that you have them both.
2. There are TWO sections in this exam; you must answer both of them.
3. Please answer each section in a separate answer book.
4. Each question must be answered in essay form, with well formed introductions, conclusions and paragraphs.
5. You are advised, in your own interests, to write legibly and to follow carefully the instructions you are given.
Section A – Literature Review (20 marks)

Explain what makes for a good research literature review. In your essay you must:

a) Explain the purposes of literature reviews in relation to the research being conducted,
b) Identify and explain the characteristics of good literature reviews, and
c) Illustrate your essay with examples from the literature review provided (Everbach, 2006).

Your essay should be roughly 3–4 pages long.

Section B – Research Methodology (80 marks)

Question One (40 marks)

Compare and contrast one-on-one interviewing and focus groups in terms of:

a) Their purposes,
b) The consequent issues and processes that must be attended to in order to realize these purposes effectively, and
c) A brief consideration of the limitations of each data generation technique.

Your essay should be at least 6 pages long.

Question Three (40 marks)

Write an essay in which you:

a) Explain what kinds of media research questions content analysis is ideally suited to,
b) What research paradigm content analysis is most typically associated with and why, and
c) Outline, and give reasons for, an initial research design, with particular focus on a coding plan for research into the proportion of hard news to soft news stories in South Africa’s Daily Sun newspaper.

Your essay should be at least 6 pages long.