UNIVERSITY OF KWAZULU-NATAL

Main Examinations: 8 June, 2016

African Journalism and Mass Media Studies, 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, full sentences and use of formal, academic English.
5. You are advised, in your own interests, to write legibly and to follow carefully the instructions you are given.
SECTION 1 (use answer book 1)

Question One [20 marks]

a) Define ontology and epistemology. (5)

b) Explain how and why textual analysis research studies in media studies would fit ontologically and epistemologically within an interpretivist paradigm. (15)

Your total answer should be about 2 to 3 pages in length.

Question Two [40 marks]

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

a) Their purposes,

b) The consequent methods that must be employed to realize these purposes, and

c) The limitations of each data generation technique.

Your answer should be about 5 pages in length.

Question Three [40 marks]

Write an essay in which you:

a) Explain what kinds of media research questions content analysis is ideally suited to, and

b) Outline, and give reasons for, an initial research design and coding plan for research by yourself into:

EITHER

i) The proportion of male to female actors in currently running South African soap operas,

OR

ii) the proportion of news stories devoted to the different political parties in the Sowetan and the Witness newspapers, in the run up to the upcoming local government elections.

Your answer should be about 5 pages in length.

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