



DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM

SEPTEMBER- DECEMBER 2019 TRIMESTER

**EXAMINATION FOR BACHELOR OF COMMUNICATION AND MULTIMEDIA
JOURNALISM**

RJN 311: INTRODUCTION TO COMMUNICATION RESEARCH 1

DATE: MONDAY, 16TH DECEMBER 2019

TIME: 9.00-10.30 AM (1H 30 MIN)

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE (COMPULSORY: 20 Marks)

China in the African mediascape: a critical injection

Fackson Banda

Deepening Beijing media support in Africa is resulting in an infrastructural realignment reflecting more export of Chinese media technology and technical knowhow; this has been matched by increasing African dependence on such external media intervention. This infrastructural realignment seems to be underpinned by China's dual objective of ideological consolidation and cultural reproduction across Africa, often associated with its soft power. The purpose of this article is to critically analyse the dimension of China's intervention in the African media landscape. At the core of this analysis is an assessment of the type of support that China has been extending to African media institutions since it rekindled its interest in Africa after the Tiananmen Square protests of 1989. Related to the assessment of such Chinese support is the need for a critical-theoretical framework within which Chinese interventions can be studied and analysed in future research, focusing on this Sino-African media interpenetration. This study thus sets out to historically contextualize Chinese support to the African mediascape, arguing that contemporary Chinese media interventions in Africa must be seen as part of China's long history of anti-colonial and anti-imperial struggle in its project of national and international identification. The study concludes that current Chinese support to Africa's media takes the triple form of infrastructural realignment, ideological suppression and cultural reproduction. It ends with a call for a critical-theoretical trajectory for understanding Sino-African media relations, suggesting a triangulated theoretical approach that draws on a critical cultural studies tradition. Key to this theoretical project is the need to study China in Africa's mediascape in terms of how its influence will, if at all, reconfigure African media production, representation, identity, consumption and regulation. The setting up of Confucius Institutes in some African countries often with Chinese financial support presents a platform for both theoretical and empirical engagement (Banda2009).

Reference

Banda, F. (2009). China in the African mediascape: a critical injection. *Journal of African Media Studies*, 1(3), 343–361. doi: 10.1386/jams.1.3.343/1

Use the abstract above to answer Questions below:

- i. What is the study about? (2marks)
- ii. What are the pertinent issues addressed in the study (2marks)
- iii. What was the research design? (2marks)
- iv. Describe the population of the study? (2marks)
- v. Give one main conclusion of the study (2marks)
- vi. Give two recommendations given in this study (2marks)
- vii. Describe the dependent and independent variables in the title of this study? (4marks)
- viii. Name any two other research areas that can be developed from the study above (4 marks)

SECTION B- ANSWER ANY TWO QUESTIONS

QUESTION TWO

Explain any FIVE benefits of literature review in a study (10 marks)

QUESTION THREE

- a. With relevant examples, distinguish Probability sampling & Non-probability sampling (6marks)
- b. Outline 1 advantage and 1 disadvantage of each of the following data collection methods
 - i. Focus Group (2marks)
 - ii. Questionnaires (2marks)

QUESTION FOUR. (10 Marks)

- i. What is a research problem? (2 marks)
- ii. With reference to the research proposal you have written, explain the three main sections of a research problem (6 marks)
- iii. Describe any TWO ethical issues faced by researchers worldwide (2 marks)

QUESTION FIVE. (10 Marks)

- i. Differentiate between a research design and a research plan (2marks)
- ii. With use of relevant examples, discuss any four research designs (8 marks)