



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM
SEPTEMBER- DECEMBER 2019 TRIMESTER
EXAMINATION FOR BACHELOR OF COMMUNICATION AND
MULTIMEDIA JOURNALISM**

RJN 321: MASS COMMUNICATION RESEARCH II

DATE: MONDAY, 16TH DECEMBER 2019 TIME: 1¹/₂HOURS (11:30AM-1:00PM)

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 1 (Compulsory 20 Marks)

Read the following abstract and answer the questions that follow.

ABSTRACT

Newspapers in Cameroon are increasingly attempting to lure audience and increase readership amidst stiff competition. This competition for audience and the attempt to set the agenda for the public have made many media houses to implore controversial techniques of presentation of news such as sensitive and captivating headlines, shocking images, emotional headlines, rumours, obscenity and a reduced emphasis on verification. This research examines the Cameroon print media landscape and provides empirical evidence of the presence of sensationalism in the Cameroon press and more particularly during crisis situations. A content analysis of 'The Post Newspaper', 'The Guardian Post Newspaper', and 'Cameroon Tribune Newspaper' is done, based on the theoretical underpinnings of the Social Responsibility theory, which highlights media's obligations to the public. While the private press is more sensational, the public press, due to its status, tends to calm down things by using very mild tones and at times avoiding to report on controversial or crisis situations or paying less emphasis on them. The findings from 102 issues analysed reveal that the private press is notorious for using emotional headlines, rumours, imagery and very hard tone especially when it comes to criticising Government action during crisis situations. Some of the reasons which motivate sensationalism, like competition, financial gains and political leanings, have been revealed in the study. Thus, the research concludes that in addition to the many causes of sensationalism practices in journalism, the media is more likely to be sensational when it sympathises with a particular course during crisis situations. The major recommendation is that need exists for the Cameroon press to respect the basic canons of the profession (accuracy, fairness, balance and objectivity) in reporting, especially during crisis situations.

Questions

- a. Outline the overall purpose of the study. (2mks)
- b. Interpret the research problem investigated by the researcher. (4mks)
- c. Describe the basic design of the study. (3mks)
- d. Summarize the two major findings or trends of the study. (5mks)
- e. Analyze the abstract writing style based on the abstract writing guidelines learnt in class. (6mks)

ANSWER ANY TWO QUESTIONS IN THIS SECTION

Question 2 (10 Marks)

Using appropriate examples explain the following measures in statistics and how you can apply them in Mass Communication Research.

- i. Measures of central tendency (5mks)
- ii. Measures of relationships (5mks)

Question 3 (10 Marks)

In a team of 3 students, you have won a grant from Riara University to carry out a study on the subject of embedding video in the teaching methods. Discuss any **five** ethical considerations you will bear in mind in relation to the research participants, the researcher(s), and the sponsoring organization. (10mks)

Question 4 (10 Marks)

- a. Distinguish the main goal of the data presentation chapter and the main goal of the data analysis chapter in a research report. (4mks)
- b. There are four main ways a researcher can communicate and display analyzed data in research. Describe **one** application of each of the following in either qualitative or quantitative research.
 - i. Text (2mks)
 - ii. Tables (2mks)
 - iii. Graphs (2mks)