

UNIVERSITY OF FORT HARE

COMMUNICATION RESEARCH
METHODS
CMS323

SUPPLEMENTARY EXAMINATIONS

FEBRUARY 2019

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Time: 3 hours

Subject: COMMUNICATION RESEARCH METHODS

Marks: 120

This paper consists of 2 pages including the cover page

Internal Examiners
PROF M CALDWELL

External Examiners
DR S TYALI

INSTRUCTIONS

Answer ALL questions

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1. Define what is research, and explain the differences between *pure* and *applied* research. Name and briefly describe *six* types of *applied* research. 20
2. Describe the goals of qualitative research and explain how field research as a form of data collection sets about accomplishing those research goals. 20
3. Name four types of *literature review*, describe how to conduct any one of these types, and explain why research requires a literature review. 20
4. Name and describe the elements used in Toulmin's model of argumentation, and explain what kinds of *claims* may apply to *inductive* reasoning. 20
5. Explain the differences between a *population* and a *sample*, and describe what kinds of sampling methods apply to *probability* sampling. 20
6. Describe the nature of qualitative data analysis and explain how *qualitative content analysis* conforms to that nature. 20