



**CMS 2B Supplementary Exam**  
**Submission: 30 November 2021**

**COURSE:** Communication Research

**DEPARTMENT:** Department of Communication and Media

**SUBJECT CODE:** CMS2B21/CMS2BB2/CAM2BB2 **MARKS:**  
**100**

**EXAMINERS:** Prof Shanade Barnabas and Mr Mbongeni Msimanga

**MODERATOR:** Prof M. Burger

*This is a 5-day take-home assessment that consists of 3 pages*

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- *This paper has two (2) questions.*
  - *Answer both questions.*
  - *Each essay should be between 1000-1500 words.*
  - *Formatting guide: Arial, 12 point font size, justified, 1.5 spacing*

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*Upload your exam submission through SafeAssign on Blackboard. Similarity with institutional sources (this is indicated in your SafeAssign report) should not exceed 5 %. Overall similarity report should not exceed 10%.*

*You should include your student number and surname in the document name when you submit, and you should name your document according to your surname and student number.*

Submit word documents only. No pdfs.

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**Question 1**

Vicky is an Honours student at the University of Johannesburg, she wants to find out if university students experience racism at their institution of study. Vicky has seven months in which to conduct her research, she has no funding for the project. In the form of a short essay, outline what Vicky's research design, sampling method, and methods of data collection and analysis should be. Make sure to give justifications for the choices you make for Vicky. Also outline the limitations of your choices. In addition, make sure to discuss any ethical considerations of Vicky's project.

**(50)**

**Question 2**

The Covid-19-related cartoon below appeared in the *New Frame*, a not-for-profit, social justice media publication based in Johannesburg, South Africa. Select one (1) of the tools of analysis amongst Content, Thematic and Discourse Analysis and discuss the meanings evoked in the following image (see Appendix A on the next page).

**(50)**

## Appendix A: Cartoon in the *New Frame*



TOTAL: [100]