



CMS 2B Special Exam
Submission: 9 February 2021

COURSE: Communication Research

DEPARTMENT: Department of Communication Studies

SUBJECT CODE: CMS 2B21/ 2BB2

MARKS:
100

EXAMINERS: Dr. S. Barnabas and Ms. T. Mampane

MODERATOR: Prof M. Burger

This is a 5-day take-home assessment that consists of 2 pages

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- *This paper has two questions*
 - *Answer both questions*
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1. Lily is a senior researcher working for the well-funded Centre for Social Justice. As a senior researcher she has access to 10 junior assistants. She has been tasked with researching the rate of teenage pregnancy in twenty (20) high schools in the Western Cape. In the form of a short essay, outline what should be Lily's research design, methods of data collection and analysis and sampling method. Make sure to give justifications for the choices you make for Lily. Also outline the limitations of your choices. In addition, make sure to discuss any ethical considerations of Lily's project.

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2. Using the different tools of analysis (Content, Thematic and Discourse Analysis), discuss the meanings evoked in the following image:



This is a Cell C print advertisement. The logo at the bottom right corner reads: 'Think before you friend' and 'Use it right'.