



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**FEB 2018 EXAM**

**COURSE CODE: JLS714  
COURSE TITLE: COMMUNICATION RESEARCH  
UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY  
EQUAL MARKS.**

1. Explain in detail and with fitting examples, five methods of study known to you.
2. Write short notes on the following procedures involved in content analytical study. In each case give at least one examples
  - a. Units of analysis
  - b. Content categories
  - c. Sampling
  - d. Coding.
3. List and explain in detail, five out of the six basic types of print media research.
4. Discuss in detail the common features of science that are applicable to social scientific method of inquire
5. Mention and discuss with relevant examples, five out of the eight synthesized steps involved in scientific method of inquiry.
- 6a. What do you understand by documentation?
- 6b. Explain in detail the three major forms of documentations