



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
MASS COMMUNICATION PROGRAMME**

2019_1 EXAM

COURSE CODE: JLS814

COURSE TITLE: COMMUNICATION RESEARCH

UNITS: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE.

1. Research in modern communication seemingly is becoming an issue of serious contention.
 - a. Refute the statement and provide a critical argument on the importance of research in contemporary communication. **(5 Marks)**
 - b. Discuss the basic scientific step-by-step of scientific method/research process. **(5 marks)**
 - c. With detailed explanation present the principles of science. **(5 Marks)**
 - d. Explain the features of research. **(5 marks)**
 - e. Show six categorisations of research and explain three of them. **(5 Marks)****(Total = 25 Marks)**

2. Some attributes differentiate research from other activities.
 - a. Discuss five characteristics of research. **(7.5 Marks)**
 - b. What are those developments which have assisted the growth of mass media research? **(7.5 Marks)****(Total = 15 Marks)**

3.
 - a. Show eight means of data collection. **(7.5 Marks)**
 - b. Discuss five of them including areas in which such data can be applied. **(7.5 Marks)****(Total = 15 Marks)**

4.
 - a. Enumerate and discuss four kinds of sampling methods. **(7.5 Marks)**
 - b. Give five justifications for sampling. **(7.5 Marks)**.**(Total = 15 Marks)**

5.
 - a. Name and explain five major methods of communication research. **(5 Marks)**
 - b. With critical emphasis, show the relevance of content analysis to mass media research. **(5 Marks)**
 - c. Of what place is good knowledge of research methods to a mass communication researcher? **5 marks.****(Total = 15 Marks)**

6. a. What is survey research? (4 marks)
- b. Distinguish between descriptive and analytical survey. (4 marks)
- c. Explain five advantages of survey research. (4 Marks)
- d. Discuss five demerits of survey research. (3 Marks)

(Total = 15 Marks)