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:	**JLS 814**
COURSE TITLE:	**COMMUNICATION RESEARCH**
UNIT:	**3**
TIME:	**3HRS**

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

1. A commentator questions the role of research in modern communication.
    a. Dispute his claim by providing a critical discussion on the unique role of research in contemporary communication.
    b. Provide the basic scientific step-by-step of scientific method/research process.
    c. With detailed explanation showthe principles of science.
    d. Show and explain the features of research.
    e. Give six classifications of research and explain three of them.(25%)

2. a. Distinguish between Focus Group Discussion and Interview as instruments for generating data in Survey Research.
    b. Provide two research topics and show where each would be applied in collecting data. (15%)

3. a. What is content analysis?
    b. Discuss the process of carrying out content analysis.
    c. Show the advantages and disadvantages of content analysis. (15%)

4. With exhaustive analytical discussion and at least one example of a research topicwith which each of them can be applied, explain the following:
    a. Uses and Gratification
    b. Agenda Setting
    c. Perception of Social Reality. 15%)

5. a. Name and explain at least five of the areas of research in the print media.
    b. Make a distinction between electronic media research and print media research.(15%)

6. a. Explain the meaning of data.
    b. What is data analysis?
    c. Give and explain two kinds of data analysis
    d. Discuss two types of tools of data analysis. (15%)