



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS...

COURSE CODE: JLS 714

COURSE TITLE: COMMUNICATION RESEARCH

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.

1. Identify and discuss five (5) characteristics of research. **(17.5 Marks)**
2. Communication research can be broadly grouped into four; identify these broad categories and discuss each of them in detail. **(17.5 Marks)**
3. Give a detailed description of participant observation as a research technique. (b) Explain the strengths and weaknesses of participant observation as a research technique. **(17.5 Marks)**
4. (a) Discuss laboratory experimentation. (b) Put forth the advantages and disadvantages of laboratory research. **(17.5 Marks)**
5. Give an account of the strengths and weaknesses of the in-depth interview as a research method. (b) Discuss the uses and gratifications approach. **(17.5 Marks)**

TOTAL : 70 MARKS