



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

Course Title: Communication Research

Course Code: JLS 814

Credit Unit: 3

Time allowed: 3 hours

Instruction: Provide the appropriate answer to any of the four questions or items. Each item or question carries 17¹/₂ marks.

1. (a) Give a comprehensive explanation of the meaning of observational research method for a learner in research to understand the nitty-gritty of it. **10 Marks**
(b) Enumerate clearly and concisely explain the two types of observational research methods. **7¹/₂ Marks**
2. (a) Explain in detailed manner what you understand by historical research as a research method in mass media field. **10 Marks**
(b) Identify the major deficiency of the historical research method and the key difference between it and other qualitative research methods. **7¹/₂ Marks**
3. (a) As a good student of communication research, narrate what you understand by longitudinal research. **10 Marks**
(b) Describe very briefly the meanings of (i) administrative research in mass media field and (ii) Critical research in the social sciences. **7¹/₂ Marks**
4. (a) Carefully illuminate on what you know by the term 'concepts.' **10 Marks**
(b) Write a very concise notes on the two terms below: (i) Constructs and (ii) Hypotheses. **7¹/₂ Marks**
5. (a) Give a detailed explanation of the term 'variable.' **10 Marks**
(b) Identify and briefly explain the two kinds of variables you have studied in communication research. **7¹/₂ Marks**