



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF ARTS AND SOCIAL SCIENCES**

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: JLS 714**

**COURSE TITLE: COMMUNICATION RESEARCH**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

**QUESTION 1**

- (1) List the features that make research to be unique. 10 marks
- (2) Discuss these distinguishing features that make research to be unique. 15 marks

**QUESTION 2**

- (a) With the aid of a diagram explain the development of media research. 15marks
- (b) Mention and discuss at least two factors that contributed to the growth of mass media research. 10marks

**QUESTION 3**

- (a) What is the link between theory and research? 10 marks
- (b) The importance of research lies in the fact that it is the most important tool for advancing knowledge. Explain more on why scholars engage in research. 15 marks

**QUESTION 4**

In studying social phenomena, scientific arguments must conform to the principles of logical reasoning. Discuss. 25 marks

**QUESTION 5**

- (a) List the steps that involve scientific research. 10 marks
- (b) Explain these research processes in their chronological order of analysis. 15 marks

**QUESTION 6**

The use of both qualitative and quantitative methods to fully understand the nature of a research problem is known as “TRIANGULATION”. Explain.  
25 marks