



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION**

JLS 614: COMMUNICATION RESEARCH
TIME ALLOWED: 3HOURS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

1. What is the link between theory and research?
2. In studying social phenomena, scientific arguments must conform with the principles of logical reasoning. Discuss
3. Mention and discuss two distinguishing features that make research to be unique.
4. (a) With the aid of a diagram explain the development of media research.
(b) Mention and discuss at least two factors that contributed to the growth of mass media research.
5. The use of both qualitative and quantitative methods to fully understand the nature of a research problem is known as "TRIANGULATION". Explain
6. In research, there are different methods implored for analysis. List and explain the steps of scientific method.

