



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS & SOCIAL SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

COURSE CODE: JLS 714
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
INSTRUCTION ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

QUESTION 1

- (a) Theory and research are closely related. What is the link between theory and research?
(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?

QUESTION 2

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

QUESTION 3

Mention and discuss two distinguishing features that make research to be unique.

QUESTION 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.

QUESTION 5

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

QUESTION 6

In research, there are different methods deployed for analysis. List and explain the steps of scientific method involved in research in the chronological order it follows for analysis.

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