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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**COURSE TITLE: COMMUNICATION RESEARCH**

**COURSE CODE: JLS 714**

**UNIT: 3**

**INSTRUCTION: ANSWER FOUR QUESTIONS**

**ANSWER QUESTION ONE AND ANY OTHER THREE**

**TIME: 3HOURS**

**QUESTION ONE:**

1. Research and theory are interwoven. Establish the link between the two?
2. What do you think makes science distinct?
3. Discuss at least five of the steps in the scientific method of conducting research.

**25marks**

**QUESTION TWO**

Highlight and explain the key features of observational research and focus group discussion.  **15Marks**

**QUESTION THREE**

With numerous examples, discuss the four levels of measurement in communication research?

**15Marks**

**QUESTION FOUR**

1. List and explain what makes up the characteristic nature of case study research
2. What is scientific method?

**15Marks**

**QUESTION FIVE**

1. What are the features that make science applicable to social phenomena?
2. Research has certain characteristics. Define and explain them. **15Marks**

**QUESTION SIX**

Discuss fully, the key steps involved in writing a good research proposal?

**15Marks**