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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

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**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**June, 2017\_1 Examinations**

**COURSE CODE: JLS 814**

**COURSE TITLE:** COMMUNICATION RESEARCH

**COURSE UNITS : 3**

**TIME ALLOWED:** 3 HOURS

**Instructions: Attempt questions number 1, 2 and any other two.**

1. Research is critical in all areas of human activities.

1. Justify this statement with five scholarly and explanatory definitions of research and present in a diagram the phases/stages in the development of mass media research
2. Discuss in details the relevance of research in modern communication
3. With a researchable topic as an illustration, enumerate and discuss the major characteristics of research
4. With reference to Barzum and Graff (1970), predict the future of communication research and also discuss at least ten major concerns of media research.**(20 marks)**

2. You have been assigned the research topic: “Radio Listenership Pattern Among Lagos State University Students”

1. Write your detailed research proposal from it.
2. Draw ten research questionnaire items from the above topic**. (20 marks)**

3a. From mass of data gathered research objectives are executed. What is data? How do data transform to knowledge?

b. Mention five areas of communication research and discuss three of them in details

c. Distinguish between hypothesis and research question, bringing out their advantages and disadvantages in any research activity.**(15 marks)**

4. Survey research method is wide spread in application in the social sciences

1. Provide an elaborate definition of survey research method and explain its applicability in media research
2. Outline five principles of public relations research
3. Give detailed discussion on interviews and self-administered questionnaire as basic methods of gathering survey data.(**15 marks)**

5. Write short notes on the following two concepts, bringing out their advantages and disadvantages

1. Sampling and Sampling Technique
2. Focus Group Discussion (FGD)
3. Observational Research Method.**(15 marks)**

6a. Enumerate and vividly discuss those factors that enhanced the growth of mass media research

b. Give an account of research by measurement. **(15 marks)**