



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION

COURSE CODE: JLS 714
COURSE TITLE: COMMUNICATION RESEARCH
UNIT: 3
TIME: 3 Hours

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. The understanding of research is based on the stems of its classification. Identify five major classifications of research and discuss the inherent structure and characteristics of each. **(25 Marks)**
2. Variable is the language of research. Justify this assertion by identify and discuss any three (3) classifications of variable in social science research. **(15 Marks)**
3. Examine any three (3) of the four levels of measurement in social science research. **(15 Marks)**
4. Identify any five (5) of methods that commonly used in carrying out research and critically discuss five (5) reasons why survey method is the most widely employed in social science research. **(15 Marks)**
5. At the end of your PGD programme, you are to write a five-chapter research project. Identify each of the chapters and discuss what is expected of you in each. **(15 Marks)**
6. Examine at least five (5) areas of research interest that can emanate from each of the following media genres:
 - a. Public Relations Research
 - b. Print Media Research
 - c. Mass Media Effect Research **(15 Marks)**