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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: JLS 714**

**COURSE TITLE: COMMUNICATION RESEARCH**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

QUESTION 1

(1)List the features that make research to be unique. 10 marks

(2)Discuss these distinguishing features that make research to be unique. 15 marks

QUESTION 2

(a) With the aid of a diagram explain the development of media research. 15marks

(b) Mention and discuss at least two factors that contributed to the growth of mass media research. 10marks

QUESTION 3

(a) What is the link between theory and research? 10 marks

(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. 15 marks

QUESTION 4

In studying social phenomena, scientific arguments must conform to the principles of logical reasoning. Discuss. 25 marks

QUESTION 5

1. List the steps that involve scientific research. 10 marks
2. Explain these research processes in their chronological order of analysis.15 marks

QUESTION 6

The use of both qualitative and quantitative methods to fully understand the nature of a research problem is known as “TRIANGULATION”. Explain. 25 marks