



CRAWFORD UNIVERSITY
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
HARMATTAN SEMESTER EXAMINATION, 2017/2018 SESSION

Course Title – Foundations of Communication Research

Course Code – MAC 205

Instruction – Attempt Question one and any other three Questions.

Duration - 2Hrs

1. In not less than six (6) paragraphs, prepare an article publishable in Crawford Newspaper on “**The effect of TV programs on Students’ reading culture**”.

15mks
2. Enumerate and succinctly explain four (4) of the contributing factors that accelerated the growth of Mass Media Research.

15 mks
3. As a Mass Communicator, examine coherently in four (4) paragraphs the need for communication research in your noble profession.

15 mks
4. In a chronological order, itemize for a beginner, the six (6) steps in conducting a research project.

15 mks
5. “Statistics investigations prove that our discussion in class, reading in the library is not research in its true concept”. Do you agree? Buttress your explanations with the characteristics of research.

15 mks
6. Coherently explain to a layman four (4) importance of research proposal to a researcher.

15 mks
7. Write short notes on the following:
 - a. Sampling
 - b. Variables and its types
 - c. Observational Method
 - d. Scientific Method
 - e. Method of Intuition

15 mks