

THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL V

FINAL EXAMINATION - 2021/2022

DSU5321 – COMMUNICATION RESEARCH

DURATION: THREE HOURS (03 HOURS)



Date: 16th July 2022

Time: 1.30 p.m. - 4.30 p.m.

Answer five (5) Questions only. Each question carries 20 marks.

1. Both qualitative and quantitative approaches can be used in communication research. Explain.
2. Broadcast ratings data is the trusted solution to understand media consumers' preferences. Discuss.
3. Communication research helps in confirming and discovering patterns in communication behavior of people. Discuss.
4. What are the key aspects of pre-testing of communication materials? Explain with examples.
5. Conducting media research is helpful in understanding the media consumption patterns. Discuss with examples.
6. Write short notes on the following:

(a) Explanatory research	(4 marks)
(b) Validity	(4 marks)
(c) Positivist paradigm	(4 marks)
(d) Pure research	(4 marks)
(e) Action research	(4 marks)
7. Setting questions in a questionnaire is important in achieving the objectives of the communication research. Discuss.
8. Researchers use content analysis to find out about the purposes, messages, and effects of communication content. Discuss.
9. Practicing codes of professional ethics is essential for communication researchers. Discuss.

