



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

DATE: January, 2024

COURSE TITLE: ESSENTIALS OF COMMUNICATION ARTS DISSERTATION

COURSE CODE: CMA 403

TIME ALLOWED: 2 HOURS 30 MINUTES

INSTRUCTION: Answer Question 1 and 2 and any other Two

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1. *The trend of health communication research has become of huge importance in Communication studies. This is because the findings from articles in reputable health journals have been published and applied in solving varying health-related issues. However, there is a paucity of a synthesis that explores the regions where these studies are conducted and the frequency of published articles from each region in health communication journals. Hence, this study will be exploring data from the content of original research articles published in the Journal of Health Communication (JOHC) and Health Communication (HC) from 2010 to 2019.*
 - (a) Cast a working research title for this research. (4 marks)
 - (b) What is/are the most appropriate research method(s) for this study? Provide justifications for your choice of method(s). (8 marks)
 - (c) What instrument(s) will you likely employ for this study? Provide justifications for your choice of research instrument(s) (8 marks)
 2. All 400L Communication Arts students are required to write and pass a Final Year Project before graduation. As a final year student:
 - (a) What is the working title of your project (2 marks)
 - (b) List and explain 2 theories relevant to your study (6 marks)
 - (c) Explain how you intend to conduct the study (methodology) (7 marks)
 - (d) What research instruments are necessary for your study? Provide justifications for your choice of research instrument (5 marks)
 3. Distinguish, with relevant examples, between two probability and non-probability sampling techniques. (10 marks)
 4. Briefly discuss the differences between qualitative and quantitative data. In your discussion, provide two examples each of both types of data sets. (10 marks)
 5. Write short notes on the following: (10 marks)
 - a. Operational Definition of Terms
 - b. Reliability of instrument
 - c. Validity of instrument
 - d. Research design
 - e. Significance of the Study
 6. List two research questions in your study. For each research question, how do you intend to analyse the data? (10 marks)