



INSTITUTE OF JOURNALISM

DEPARTMENT OF COMMUNICATION STUDIES

FIRST SEMESTER EXAMINATIONS

MADC671 ADVANCED COMMUNICATION RESEARCH: THEORIES, CONCEPTS AND METHODS.

Examiner: Dr. Albert-James S. Tayman

INSTRUCTIONS:

Time Allowed: 3 Hours

Total Questions: Answer **any THREE** questions.

Value: Each question is worth 20 points, for a total of 60 points for the examination.

Materials Allowed: **None.** This is a closed-book examination. No notes, books, electronic devices, or other aids are permitted.

Clarity: Your answers must be handwritten and legible. If the examiner cannot read your writing, they cannot assess your knowledge. Write clearly and use proper grammar, spelling, and punctuation. Use paragraphs to structure your answers.

1. Discuss the core tenets of the interpretivist paradigm in social science research. How does this paradigm shape the kinds of research questions, data collection methods, and analytical approaches used in qualitative communication research? Provide specific examples of communication phenomena that are well-suited to investigation through an interpretivist lens and explain why.
2. Define reflexivity and explain its significance in qualitative research, particularly within communication studies. Discuss the various ways a researcher can engage in reflexive practices throughout the research process (from design to dissemination). Analyze the potential benefits and challenges of incorporating reflexivity into a qualitative study.
3. Discuss the key ethical considerations that qualitative researchers in communication must address. Consider issues such as informed consent, confidentiality, anonymity, power dynamics, and potential harm to participants. How do these considerations differ (if at all) from those in quantitative research? Provide examples of ethical dilemmas that might arise in qualitative communication research and how they could be navigated.
4. Discuss the rationale for combining qualitative and quantitative methods in communication research (i.e., mixed-methods research). Describe at least two different mixed methods designs and explain the potential benefits and challenges of integrating

qualitative and quantitative data in a single study. Provide a communication research example for each design.

5. Qualitative research often employs non-probability sampling techniques. Discuss at least three different non-probability sampling strategies commonly used in qualitative communication research (e.g., purposive sampling, snowball sampling, theoretical sampling, convenience sampling). For each strategy, explain its purpose, how it is implemented, and its strengths and limitations. Provide communication research examples to illustrate each.