



CENTRAL UNIVERSITY

RESITEXAMINATION: October 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMM 109: Information for Mass Communication

TIME ALLOWED: 1 ½ HOURS

LEVEL 100

INSTRUCTIONS:

ANSWER ANY TWO (2) QUESTIONS IN THE ANSWER BOOKLET.
ALL QUESTIONS CARRY EQUAL MARKS.

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THE INVIGILATOR.

LECTURER: Lawrence A. Asafo-Agyei

1. Explain any **FIVE (5)** common elements that are found in newsworthy stories.
2. Describe the various steps researchers go through in conduction research.
3. Apart from its entertainment role, the mass media functions in several other ways in society. Discuss any **FOUR (4)** with relevant examples.
4. Explain **FIVE (5)** ways in which qualitative research differs from quantitative research.