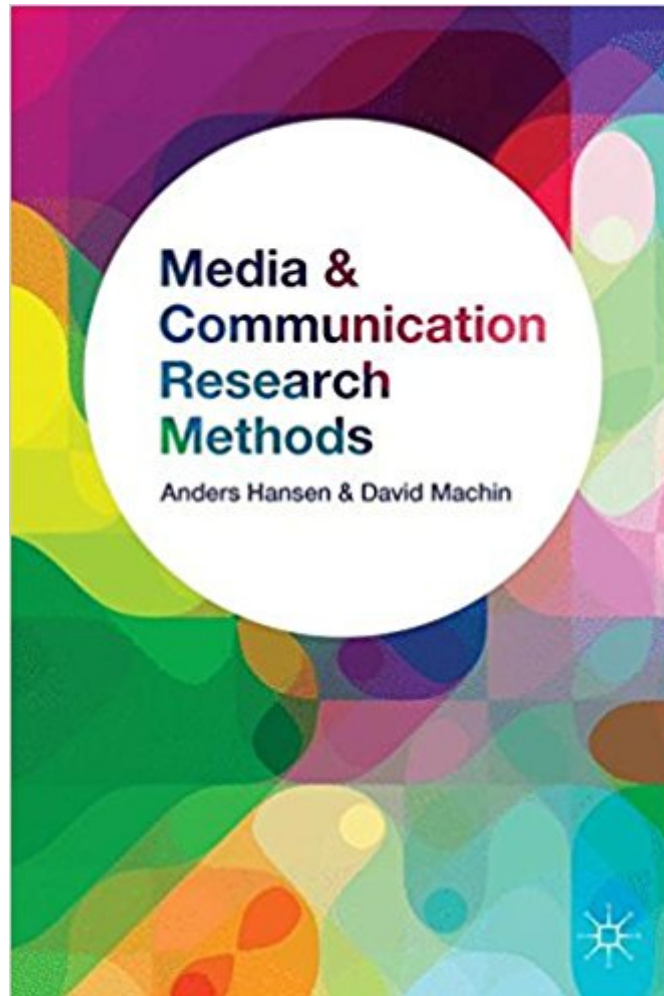




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Media and Communication Research Methods provides a clear and authoritative introduction to qualitative and quantitative methods for studying media and communication. Written by two highly experienced researchers, the book draws on a wide range of media and communication research to introduce students to the relative strengths of the different research approaches. Beginning with an overview of the changing contexts and trends in media and communication research approaches, the book demystifies 'research' and the 'research process' by offering practical and accessible guidance on how to design, plan and carry out successful research projects in media and communication. Featuring international case studies and a student-friendly glossary, the book provides guidance on how to ask the 'right' research questions and select the 'right' research method. Media and Communication Research Methods is an indispensable text for all students of media and communication studies, particularly those undertaking their own research projects or taking modules in research methods.

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ANDERS HANSEN is Senior Lecturer in the Department of Media and Communication, University of Leicester, UK. He is Associate Editor of Environmental Communication and Secretary to the International Environmental Communication Association. His recent books include Environment, Media and Communication (2010) and Mass Communication Research Methods (edited four-volume set, 2009). DAVID MACHIN is Professor of Media and Communication at Århus University, Sweden. He has published numerous books and journal papers mostly drawing on linguistic methods to look at other modes of communication such as Introduction to Multimodal Analysis (2007) Bloomsbury, Analysing Popular Music (2010) Sage, Language of Crime and Deviance (2012) Continuum and How to Do Critical Discourse Analysis: A Multimodal Approach (2012) Sage. He is editor of the journal Social Semiotics.

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