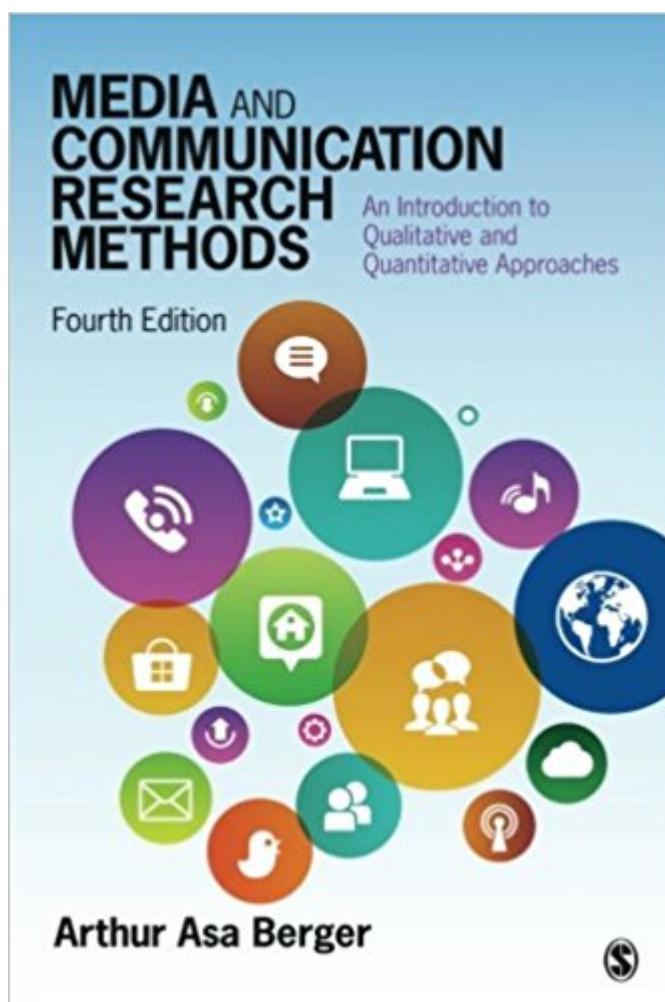


The book was found

# Media And Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches



## **Synopsis**

Media and Communication Research Methods, Fourth Edition is a concise and practical text designed to give students a step-by-step introduction to conducting media and communication research. Offering real-world insights along with the author's signature animated style, this text makes the discussion of complex qualitative and quantitative methods easy to comprehend. Packed with detailed examples and practical exercises, the Fourth Edition of this bestselling introductory text includes a new chapter on discourse analysis; expanded discussion of social media, expanded coverage of the research process, and more. Ideal for undergraduate and graduate students conducting research for the first time, this accessible text will help students understand, practice, and master media and communication research.

## **Book Information**

Paperback: 440 pages

Publisher: SAGE Publications, Inc; 4 edition (November 18, 2015)

Language: English

ISBN-10: 1483377563

ISBN-13: 978-1483377568

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #25,922 in Books (See Top 100 in Books) #67 in Books > Textbooks > Communication & Journalism > Media Studies #140 in Books > Textbooks > Communication & Journalism > Communications #190 in Books > Reference > Words, Language & Grammar > Communication

## **Customer Reviews**

Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, where he taught between 1965 and 2003. He has published more than 100 articles, numerous book reviews, and more than 60 books. Among his latest books are the third edition of *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (2013), *The Academic Writer's Toolkit: A User's Manual* (2008), *What Objects Mean: An Introduction to Material Culture* (2009), *Bali Tourism* (2013), *Tourism in Japan: An Ethno-Semiotic Analysis* (2010), *The Culture Theorist's Book of Quotations* (2010), and *The Objects of Our Affection: Semiotics and Consumer Culture* (2010). He has also written a

number of academic mysteries such as Durkheim is Dead: Sherlock Holmes is Introduced to Sociological Theory (2003) and Mistake in Identity: A Cultural Studies Murder Mystery (2005). His books have been translated into eight languages and thirteen of his books have been translated into Chinese.

Accurate description and quick shipping. Thanks.

perfect

[Download to continue reading...](#)

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches Research Methods in Public Administration and Nonprofit Management: Qualitative and Quantitative Approaches Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition Social Research Methods: Qualitative and Quantitative Approaches (7th Edition) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 3rd Edition Research Design: Qualitative, Quantitative, and Mixed Methods Approaches Research Methods in Anthropology: Qualitative and Quantitative Approaches Basics of Social Research: Qualitative and Quantitative Approaches (3rd Edition) Advancing Media Production Research: Shifting Sites, Methods, and Politics (Global Transformations in Media and Communication Research - A Palgrave and IAMCR Series) Counseling Research: Quantitative, Qualitative, and Mixed Methods (2nd Edition) (Merrill Counseling) Preparing Literature Reviews: Qualitative and Quantitative Approaches Qualitative Communication Research Methods Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Qualitative Inquiry and Research Design: Choosing Among Five Approaches Qualitative Research: An Introduction to Methods and Designs Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)

[Contact Us](#)

DMCA

Privacy

FAQ & Help