



Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis

By David Deacon, Graham Murdock, Michael Pickering, Peter Golding

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The new edition is a comprehensive and authoritative guide to researching media and communication to perform and analyze research tasks.

With detailed introductions to the major research methods, the book gives detailed examples of research and analysis and practical step-by-step guidance in clear language. It also includes an expanded and updated section on the internet, online databases and the latest CAQDAS (Computer Assisted Qualitative Data Analysis Software) packages, as well as new case studies, international examples and details of recent developments in media and communication studies.

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Editorial Review

Review

“The key strengths of this book are built on clear explanations of the relationship of theory to research, the strong emphasis placed on practical application (the 'how to') of the methods and techniques discussed and the guidance given in relation to the stages of the research process.” ?*Liam French, Art:Design:Media (Higher Education Academy)*

“This is an enormously useful text for anyone interested in an up-to-date guide to cultural analysis; it will be indispensable for teaching research methods in communication studies.” ?*Hanno Hardt, Professor, University of Iowa*

About the Author

David Deacon is Senior Lecturer in the Department of Social Science, Loughborough, UK.

Michael Pickering is Professor in the Department of Social Science, Loughborough, UK.

Peter Golding is Professor in the Department of Social Science, Loughborough, UK and Chair of the European Sociological Association Media Research Network.

Graham Murdock is Reader in the Department of Social Science, Loughborough, UK.

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