

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

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(PDF) Media Studies Methodology and Research

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Berger, Arthur | SAGE Publications Inc

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Quantitative Methods | Introduction to Communication

'*Media and Communication Research Methods*' is a clear and comprehensive guide to the entire process of a media and communication project, from planning to presentation. Written by two highly experienced researchers, this book shows students how to ask the right questions and how to successfully address these with the right methods.

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