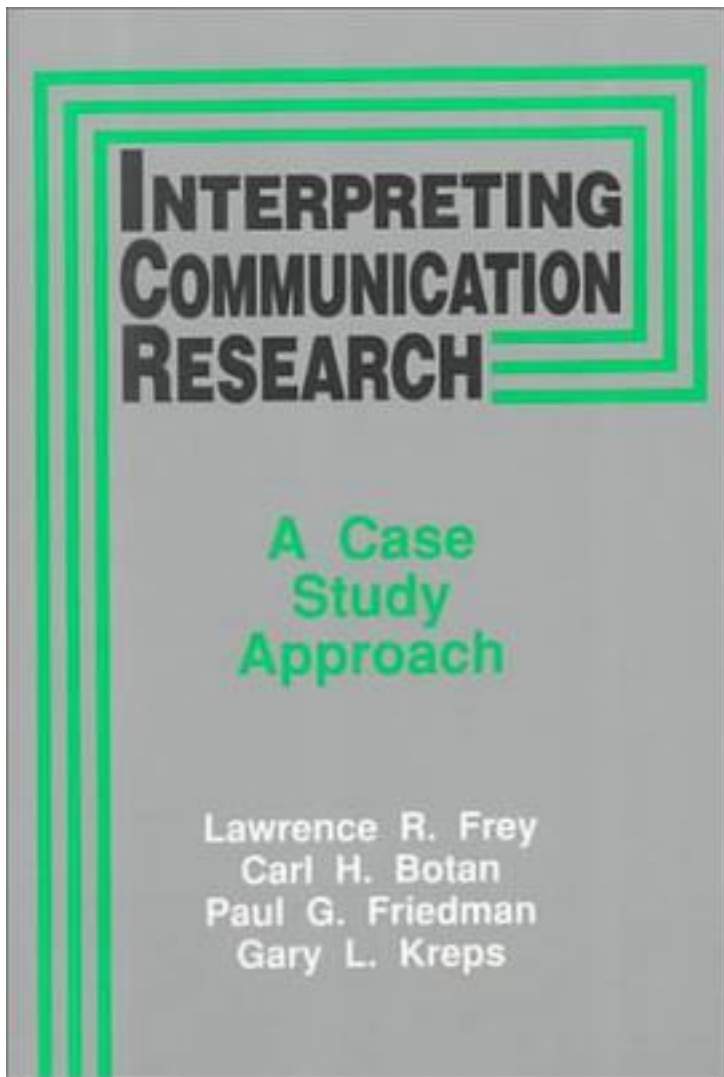


Interpreting Communication Research



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Introduces the communication research process to enable readers with little or no background become familiar with the various methods of research. The authors use a case study method to examine a collection of research articles which focus on the various areas of communication - small group, interpersonal, organisational, public, legal, health and mass communication. Fours major methodologies are explained - experimental, survey, textual analysis and ethnography, in each case their strengths and weaknesses are discussed.

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