

Media Research Methods



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This text provides an accessible introduction and overview of research methods for studying media, communication and culture, drawing on both social science and humanities methodologies. The text covers the strengths, weaknesses, inherent assumptions and theoretical underpinnings of each methodology. It gives clear guidance, regarding how to use the methodologies and situates this in the context of critical evaluations of previously published research, thus encouraging students' development of skills in evaluating their own work and the work of others.

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