

Communication Research Methods



[Communication Research Methods_ 下载链接1_](#)

著者:Merrigan, Gerianne/ Huston, Carole Logan

出版者:

出版时间:2008-11

装帧:

isbn:9780195314823

Effective argumentation is at the very heart of communication--and, as authors Gerianne Merrigan and Carole L. Huston demonstrate, is a key component to understanding and conducting communication research. Using clear, jargon-free language, concrete examples, and highly visual pedagogy, *Communication Research Methods* introduces a full range of methods for studying communication, providing students with the tools they need to explore the often murky depths of communication research. Ideal for research methods courses covering multiple methodologies, *Communication Research Methods* is the only text that uses a research-as-argument approach to help students not only become more effective researchers, but more insightful consumers of research. Merrigan and Huston treat communication research comprehensively, discussing a broad range of traditional and contemporary methods and considering ethics in designing, conducting, and reporting research. This second

edition also includes classic and contemporary examples from published communication research, as well as engaging "Try It!" activities for each method. Thoroughly revised and updated, Communication Research Methods, Second Edition, helps students hone their critical thinking skills and expand the ways they think about and conduct research, ultimately enabling them to achieve a deeper understanding of communication--and the world around them. NEW TO THIS EDITION * New chapters: "Introduction to the Field of Communication" (Chapter 1) and "Ethics & Research" (Chapter 2) * End-of-chapter summaries now presented in tables that locate each method's paradigm affiliation, typical claims, data sources, warrants, and manuscript form * Additional tables and exhibits throughout * Expanded coverage of rhetorical and critical studies methodologies SUPPLEMENTS * Instructor's Manual featuring outlines, activities, and websites to explore for each chapter, as well as a Test Bank of sample questions for each chapter

作者介绍:

目录:

[Communication Research Methods 下载链接1](#)

标签

传播学

research

methods

comm

评论

老师推荐的，非常helpful~

[Communication Research Methods 下载链接1](#)

书评

[Communication Research Methods_下载链接1](#)