

Research in Mass Communication

A Practical Guide

Paula M. Poindexter · Maxwell E. McCombs

Research In Mass Communication A Practical Guide

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Research in Mass Communication Paula M. Poindexter, Maxwell E. McCombs, 1999-11-12 Research in Mass Communication provides students with a step by step guide to planning conducting and applying mass communication research in both academic and industry settings

Mass Media James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

Researching Communications David Deacon, Michael Pickering, Peter Golding, Graham Murdock, 2021-05-20 The new edition of the highly respected Researching Communications is a comprehensive and authoritative guide to researching media and communication Researching Communications Third Edition is an invaluable guide to performing and analysing research tasks introducing the major research methods giving detailed examples of research analysis and practical step by step guidance in clear language Written by highly regarded experts in the field the third edition includes new sections on social media analysis digital research methods and comparative research as well as updated case studies international examples and details of recent developments in media and communication studies Undergraduate and postgraduate media and communication students will find Researching Communications an invaluable resource at all stages of their course

A Handbook of Media and Communication Research Klaus Bruhn Jensen, 2013-04-15 A Handbook of Media and Communications Research presents qualitative as well as quantitative approaches to the analysis and interpretation of media covering perspectives from both the social sciences and the humanities The Handbook offers a comprehensive review of earlier research and a set of guidelines for how to think about plan and carry out studies of media in different social and cultural contexts Divided into sections on the history systematics and pragmatics of research and written by internationally acknowledged specialists in each area the Handbook will be a standard reference work for students and researchers

Media and Communication Research Methods Arthur Asa Berger, 2015-10-15 Media and Communication Research Methods Fourth Edition is a concise and practical text designed to give students a step by step introduction to conducting media and communication research Offering real world insights along with the author's signature animated style this text makes the discussion of complex qualitative and quantitative methods easy to comprehend Packed with detailed examples and practical exercises the Fourth Edition of this bestselling introductory text includes a new chapter on discourse analysis expanded discussion of social media expanded coverage of the research process and more Ideal for undergraduate and graduate students conducting research for the first time this accessible text will help students understand practice and master media and communication research

Applied Mass Communication

Theory Jack Rosenberry, Lauren A. Vicker, 2021-09-30 Now in its third edition this dynamic textbook blends coverage of the major theories and research methods in mass communication to enable students to apply their knowledge in today's media and communication careers Maintaining a focus on modern professional application throughout this text provides chronological coverage of the development and use of major theories an overview of both quantitative and qualitative research methods and a step by step guide to conducting a research project informed by this knowledge It helps students bridge their academic coursework with professional contexts including public relations advertising and digital media contexts It provides breakout boxes with definitions of key terms and theories extended applied examples and graphical models of key theories to offer a visualization of how the various concepts in the theory fit together Applied Mass Communication Theory's hybrid and flexible nature make it a useful textbook for both introductory and capstone courses on mass communication and media theory and research methods as well as courses focused on media industries and professional skills Instructors can access an online instructor's manual including sample exercises test questions and a syllabus at www.routledge.com/9780367630362

Mass Communications Research Methods H.J. Hsia, 2015-10-23 Originally published in 1988 Step by step this book leads students from problem identification through the mazes of surveys experimentation historical qualitative studies statistical analysis and computer data processing to the final submission and publication in scientific or popular publications

Mass Communications Research Resources Christopher H. Sterling, James K. Bracken, Susan B. Hill, 2016-05-06 This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible Taking a topical approach it integrates publications and organizations into subject focused chapters for easy user reference The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences Included are newspaper magazine radio television cable and newer electronic media industries Within that definition this volume offers an indexed inventory of more than 1 400 resources on most aspects of American mass communication history technology economics content audience research policy and regulation The material featured represents the carefully considered judgment of three experts two of them librarians plus four contributors from different industry venues The primary focus is on the domestic American print and electronic media industries Although there is no claim to a complete census of all materials on print journalism and electronic media what is available is now too vast for any single guide the most important and useful items are here The emphasis is on material published since 1980 though useful older resources are included as well Each chapter is designed to stand alone providing the most important and useful resources of a primary nature organizations and documents as well as secondary books and reports In addition online resources and internet citations are included where possible

Know Your Audience Dennis List, 2005

The Handbook of Media Audiences Virginia Nightingale, 2013-12-04 This handbook offers a comprehensive overview of the complexity and diversity of audience studies

in the advent of digital media Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to and evolve with the changing media world Offers diverse perspectives from which being an audience theorizing audiences researching audiences and doing audience research are approached today Argues that the field works best by identifying particular audience problems and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field Encyclopedia of Journalism Christopher H. Sterling,2009-09-23 Written in a clear and accessible style that would suit the needs of journalists and scholars alike this encyclopedia is highly recommended for large news organizations and all schools of journalism Starred Review Library Journal Journalism permeates our lives and shapes our thoughts in ways we've long taken for granted Whether we listen to National Public Radio in the morning view the lead story on the Today show read the morning newspaper headlines stay up to the minute with Internet news browse grocery store tabloids receive Time magazine in our mailbox or watch the nightly news on television journalism pervades our daily activities The six volume Encyclopedia of Journalism covers all significant dimensions of journalism including print broadcast and Internet journalism U S and international perspectives history technology legal issues and court cases ownership and economics The set contains more than 350 signed entries under the direction of leading journalism scholar Christopher H Sterling of The George Washington University In the A to Z volumes 1 through 4 both scholars and journalists contribute articles that span the field's wide spectrum of topics from design editing advertising and marketing to libel censorship First Amendment rights and bias to digital manipulation media hoaxes political cartoonists and secrecy and leaks Also covered are recently emerging media such as podcasting blogs and chat rooms The last two volumes contain a thorough listing of journalism awards and prizes a lengthy section on journalism freedom around the world an annotated bibliography and key documents The latter edited by Glenn Lewis of CUNY Graduate School of Journalism and York College CUNY comprises dozens of primary documents involving codes of ethics media and the law and future changes in store for journalism education Key Themes Consumers and Audiences Criticism and Education Economics Ethnic and Minority Journalism Issues and Controversies Journalist Organizations Journalists Law and Policy Magazine Types Motion Pictures Networks News Agencies and Services News Categories News Media U S News Media World Newspaper Types News Program Types Online Journalism Political Communications Processes and Routines of Journalism Radio and Television Technology Handbook of Research on Multidisciplinary Approaches to Literacy in the Digital Age Taskiran, Nurdan Oncel,2019-11-29 The fast pace of technology in this day and age has made it difficult for individuals to stay informed without becoming lost in the folds of an information overload Methods used to narrow down information are becoming just as important as providing the information to be discovered The Handbook of Research on Multidisciplinary Approaches to Literacy in the Digital Age is a pivotal reference source that provides vital research on the significance of

being literate in the age of speed and technology While highlighting topics such as e advertising mobile computing and visual culture this publication explores the major issues society has in the information age and the methods of innovative achievements of public or private institutions This book is ideally designed for researchers academicians teachers and business managers seeking current research on a variety of social sciences in terms of the digital age Media Research Techniques Arthur Asa Berger,1998-05-05 The first edition was praised for being delightful engaging readable and well organized Now once again Arthur Asa Berger continues the tradition of providing students with a clearly written user friendly hands on guide to media research techniques with the long awaited second edition of his best selling classic Media Research Techniques Leading the reader through a number of specially designed research projects such as content analysis surveys focus groups and in depth interviews he presents an array of interesting and practical assignments In response to suggestions from faithful users of the first edition Berger has added new chapters in the following areas Experimentation Historical Research Comparative Research Participant Observation This handy guide can be used in conjunction with texts on research methodology or it can stand alone and be used in courses dealing with such topics as media popular arts and American culture and society Practical and concise Media Research Techniques Second Edition is an essential tool for everyone in communication journalism written communication methodology research gaming and cultural studies

Communication Research G. M. du Plooy,2002 Approaches to conducting advertising mass media audiences and mass media efficiency research in organizational and development contexts are detailed in this reference Among the topics covered are qualitative and quantitative approaches to research methodology the steps involved in the research process data collection and the procedures used in applying a research design and interpreting research data Designed to accommodate a variety of learning styles this book imparts the framework in which to acquire and develop research problem solving and communication skills and basic individual moral and ethical values *A Practical Guide to Theoretical Frameworks for Social Science Research* Andrea J. Bingham,Robert Mitchell,Daria S. Carter,2024-02-13 This practical book offers a guide to finding choosing and applying theoretical frameworks to social sciences research and provides researchers with the scaffolding needed to reflect on their philosophical orientations and better situate their work in the existing landscape of empirical and theoretical knowledge Using a multifaceted approach the book provides clear definitions primary tenets historical context highlights of the challenges and contemporary discussion and perhaps more importantly concrete and successful examples of studies that have drawn on and incorporated each theoretical framework The authors define and explain the connections among such concepts as ontology epistemology paradigm theory theoretical frameworks conceptual frameworks and research methodology describe the process of finding and effectively using theoretical and conceptual frameworks in research and offer brief overviews of particular theories within the following disciplines sociology psychology education leadership public policy political science economics organizational studies and business The book also has a

dedicated chapter on critical theories and for each theory provides a definition explores how the theory is useful for researchers discusses the background and foundations outlines key terms and concepts presents examples of theoretical applications and gives an overview of strengths and limitations This book offers a useful starting point for any researcher interested in better situating their work in existing conceptual and theoretical knowledge but it will be especially useful for graduate students and early career researchers who are looking for clear definitions of complex terms and concepts and for an introduction to useful theories across disciplines Research in Education ,1974 **Mass Communication Research Methods** Anders Hansen,1998-06 Mass Communication Research Methods provides a systematic and comprehensive introduction to the key research methods and approaches used in the study of mass communication and media Originating from the internationally renowned Leicester Centre for Mass Communication Research this book offers an indispensable guide for students in a wide range of courses including communications media and cultural studies and other social science disciplines that offer students the opportunity to research mass communication and media issues Beginning with a clear and cogent discussion of the principles behind good research including the key question of how to select the right methods for individual research questions the authors go on to explore in a thorough and systematic fashion a range of different methods and approaches From the study of media organizations and the practices of media professionals to media content representations and audiences the development and application of each method is described in depth and the steps involved clearly outlined Examples of research instruments are given where appropriate and in each case references for further reading are provided Mass Communication Research Methods is the definitive companion reference and source for everyone involved in mass communication research **Media Research Methods** Ina Bertrand,Peter Hughes,2017-10-13 This indispensable textbook provides student researchers with extensive guidance and methods from across the social sciences and humanities showing them how to make informed choices and consider the many alternatives available throughout the research process Unique in approach the text focus on how to do media research across three key strands audiences institutions and texts and critically assesses a wide range of methods addressing why they are appropriate or useful in certain scenarios Written by two experts with a wealth of experience between them in teaching research methods and skills this excellent resource explains complex methods in a clear and accessible way offering practical guidance on how to use different methodologies while situating the methods in the context of critical evaluations of previously published research Providing a complete overview of media research methods while encouraging students to develop their own intellectual frameworks this book is invaluable for undergraduates postgraduates novice and more experienced researchers of media communication and journalism Essential Guide to Qualitative Methods in Organizational Research Catherine Cassell,Gillian Symon,2004-05-26 This text covers an array of methods needed for undertaking qualitative data collection analysis It includes 30 chapters each focusing on a specific technique including chapters on traditional methods analysis

techniques intervention methods the latest developments in research methods

Resources in Education ,1998

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