



Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis

David Deacon, Graham Murdock, Michael Pickering, Peter Golding

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This is a complete guide to researching media and communications. It introduces the major research methods, giving examples of research analyses and practical step-by-step guides on how to do research. Packed with useful information, tips and sources, and illustrated with a variety of international case studies, it will be essential both to serious students of media and to the practicing researcher.

David Deacon, Michael Pickering, Peter Golding, and Graham Murdock are professors at the Loughborough University.

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