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Nota di contenuto	Cover; Contents; Preface; Part I - Research Projects; Chapter 1 - Guided Research Projects; Chapter 2 - Research Logs; Chapter 3 - Content Analysis: Newspaper Comics Pages; Chapter 4 - Survey Interviews: Media Utilization; Chapter 5 - Social Roles: Television Soap Opera Characters; Chapter 6 - Depth Interviews: Favorite Singers and Recordings; Chapter 7 - Rhetorical Analysis: Magazine Advertisements; Chapter 8 - Library Research: Audiences of Radio Talk Shows; Chapter 9 - Focus Groups: Reasons for Attending Films; Chapter 10 - Experiments: Humor Chapter 11 - Participant Observation: Video Game PlayersChapter 12 - Historical Research: Images of Shopping Malls in the Popular Press; Chapter 13 - Comparative Analysis: Images of Disneyland (and Disney World) in the American Popular and Scholarly Press; Part II - Writing and Thinking; Chapter 14 - Writing with Style; Chapter 15 - Avoiding Common Writing Errors; Chapter 16 - Avoiding Common Reasoning Errors; Chapter 17 - Writing a Research Report; References; Name Index; Subject Index; About the Author
Sommario/riassunto	With new chapters on experimentation, historical research comparative research and participant observation, this second edition of Media Research Techniques will enable beginners to plan and implement

