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Edizione	[2nd ed.]
Descrizione fisica	1 online resource (414 p.)
Altri autori (Persone)	HollowayImmy
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Soggetti	Corporations - Public relations - Research - Methodology Public relations - Research - Methodology Marketing research - Methodology Qualitative research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The nature and usefulness of qualitative research for public relations and marketing communications -- Selecting a topic and relating to your supervisor -- Reviewing the literature & writing the research proposal -- Ethical issues and access -- Ensuring the quality of research -- Choosing between different types of research -- Case studies -- Grounded theory -- Ethnography -- Discourse and critical discourse analysis -- Phenomenology -- Additional approaches : historical research and action research -- Sampling -- Interviews -- Focus groups -- Observation -- Written, visual, and multi-media materials -- Analyzing and interpreting the data -- Writing the report -- Mixed methods research -- Finishing off.
Sommario/riassunto	The second edition of this highly accessible, core textbook continues to offer students a practical guide to the process of planning, undertaking and writing about qualitative research in public relations and marketing communications. Through clear explanations and illustrations, the book encourages undergraduate and master level students to engage

with the main approaches and techniques for conducting critical, reflective investigations. This new edition: Identifies the skills and strategies needed to conduct authentic, trustworthy research<P
