

QUALITATIVE COMMUNICATION RESEARCH METHODS

The second edition of *Qualitative Communication Research Methods* builds on the strengths of the first edition, taking readers through every step of the qualitative research process from the research idea to the finished report.

Feature:

- In depth discussion of research methods, designs, types of analysis, and writing strategies
- Student exercise and helpful samples of field research texts and materials
- Solutions to issues and problems of qualitative communication research
- Progressive approach to qualitative research and its contribution to the knowledge of rapidly changing technological cultures
- Examination of how new directions in critical and interpretive theory are influencing research practice in communication

