## Media and Communication Research Methods

2nd edition

Anders Hansen and David Machin





## Contents

Acknowledgements Preface to the second edition List of tables and figures		vi
		vii viii
2	The research process	14
3	Researching ownership and media policy	34
4	Ethnography and observational methods	61
5	Content analysis	88
6	Critical Discourse Analysis	116
7	Analysing narratives and discourse schemas	147
8	Analysing photographs and video	168
9	Survey research	199
10	Focus group interviewing	222
11	Managing and analysing communication research data	248
Glossary		274
References		289
Subject index		307
Authorita and index		212