



Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches

By Arthur Asa Berger

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Review

"Berger succeeds in describing this subject – which students often consider 'boring stuff' – in an original, interesting and sometimes humorous way. His personal style makes this book easy to read. Berger writes as if he is standing in front of a class, clearly explaining complex material, while telling lots of anecdotes and giving clarifying examples." (Communications: The European Journal of Communication Research 2003-09-15)

About the Author

Arthur Asa Berger is professor emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, where he taught between 1965 and 2003. He has published more than 100 articles, numerous book reviews, and more than 60 books. Among his latest books are *Media Analysis Techniques, Fourth Edition* (2012), *The Academic Writer's Toolkit: A User's Manual* (2008), *What Objects Mean: An Introduction to Material Culture* (2009), *Bali Tourism* (2013), *Tourism in Japan: An Ethno-Semiotic Analysis* (2010), *The Culture Theorist's Book of Quotations* (2010), and *The Objects of Our Affection: Semiotics and Consumer Culture* (2010). He has also written a number of academic mysteries such as *Durkheim is Dead: Sherlock Holmes is Introduced to Sociological Theory* (2003) and *Mistake in Identity: A Cultural Studies Murder Mystery* (2005). His books have been translated into nine languages.

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