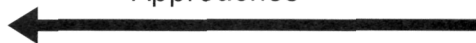
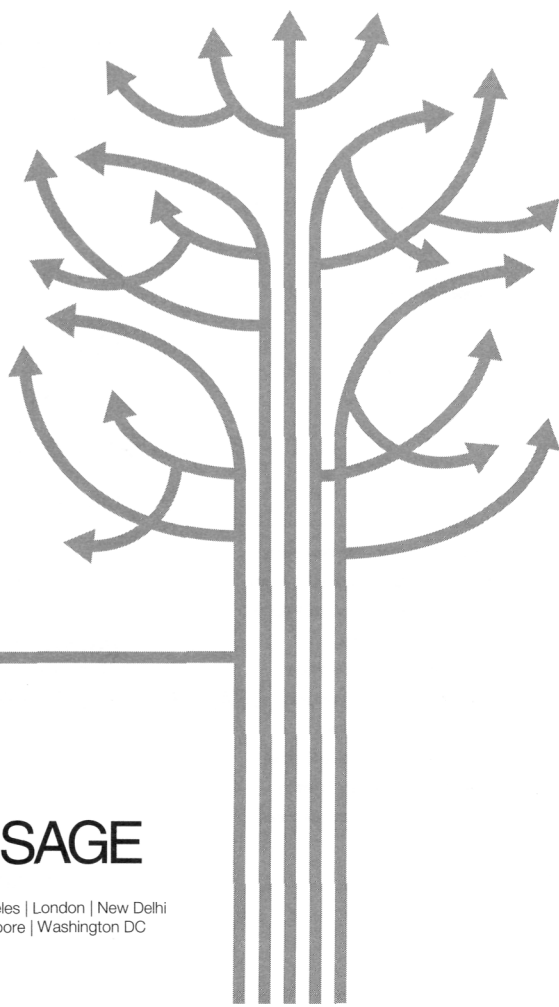


# MEDIA AND COMMUNICATION RESEARCH METHODS

An Introduction to  
Qualitative  
and Quantitative  
Approaches



Third Edition



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