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Introduction to Social Research - Keith F Punch
2005-04-23
'Introduction to Social Research' presents the essential elements of both qualitative and quantitative approaches for conducting empirical research in the social sciences.

Power Ethics - Jack Levin
1931

The International History of

Communication Study - Peter
Simonson 2015-10-14

The International History of Communication Study maps the growth of media and communication studies around the world. Drawing out transnational flows of ideas, institutions, publications, and people, it offers the most comprehensive picture to date of the global history of communication research and education. This volume reaches

into national and regional areas that have not received much attention in the scholarship until now, including Asia, Latin America, Africa, and the Middle East alongside Europe and North America. It also covers communication study outside of academic settings: in international organizations like UNESCO, and among commercial and civic groups. It moves beyond the traditional canon to cover work by forgotten figures, including women scholars in the field and those outside of the United States and Europe, and it situates them all within the broader geopolitical, institutional, and intellectual landscapes that have shaped communication study globally. Intended for scholars and graduate students in communication, media studies, and journalism, this volume pushes the history of communication study in new directions by taking an aggressively international and comparative perspective on the historiography of the field.

Methodologically and conceptually, the volume breaks new ground in bringing comparative, transnational, and global frames to bear, and puts under the spotlight what has heretofore only lingered in the penumbra of the history of communication study.

Research Design - John W. Creswell 1994-05-23

This book provides the basis for deciding whether to use a qualitative or quantitative approach for the design of a research study and how to write up the results of a study for a journal article or dissertation. Addressing these issues, the author offers a guide to the major design decisions, such as deciding upon a paradigm, stating the purpose of the study, identifying the research questions and hypotheses, using theory and defining and stating the significance of the study.

Public Relations - Edward L. Bernays 2013-07-29

Public relations as described in this volume is, among other things, society's solution to

problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every

student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

Qualitative Inquiry and Research Design - John W. Creswell 2013

Civil rights rhetoric has been central to the debate over U.S. immigration policy since at least the 1960s. A coalition of interest groups, including churches, ethnic organizations, civil rights groups, and employer associations has played a fundamental role in advancing civil rights norms in the immigration arena. The growing importance of civil rights rhetoric in the debate over U.S. immigration policy, DeLaet asserts, helps to explain the liberalization of U.S. immigration policy in spite of growing evidence that the public opposition to immigration has grown during the same period. In turn, the liberalization of U.S. immigration policy has contributed to rising numbers of both legal and illegal immigrants. Thus, high levels

of immigration reflect the basic provisions of current U.S. immigration policy, rather than a loss of governmental control. Many analysts have suggested that the immigration policy reforms passed by Congress in 1996 marked the beginning of a new era of restrictionism.

However, as DeLaet illustrates, the new restrictions adopted in 1996 contain many of the same loopholes as previous legislation, indicating the coalition of interest groups supporting immigration still pose a significant obstacle to efforts to restrict immigration.