## Contents

List	t of Figures and Tables	vi
Acknowledgements		viii
1	Mass Communication Research Methods: Introduction	1
2	Mass Communication Research: Asking the Right Questions James D. Halloran	9
3	Participant Observation: Researching News Production	35
4	Policy and Archival Research	66
5	Content Analysis	91
6	Analysing the Moving Image: Narrative	130
7	Analysing the Moving Image: Genre	163
8	Analysing Visuals: Still and Moving Images	189
9	Media Audiences: Survey Research	225
10	Media Audiences: Focus Group Interviewing	257
11	Computer-assisted Handling And Analysis Of Data	288
App	pendix Sources/Resources in Mass Communication Research	320
Inde	ex	332