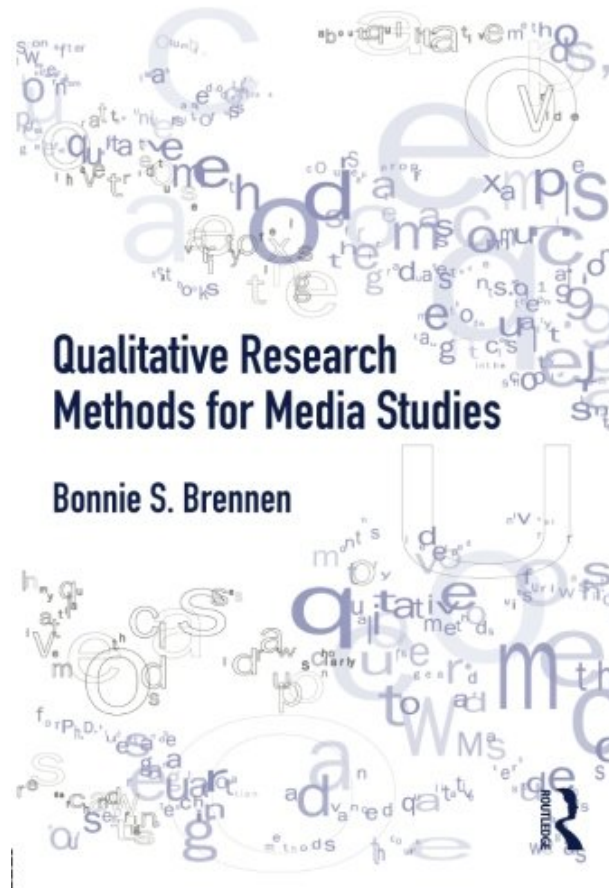
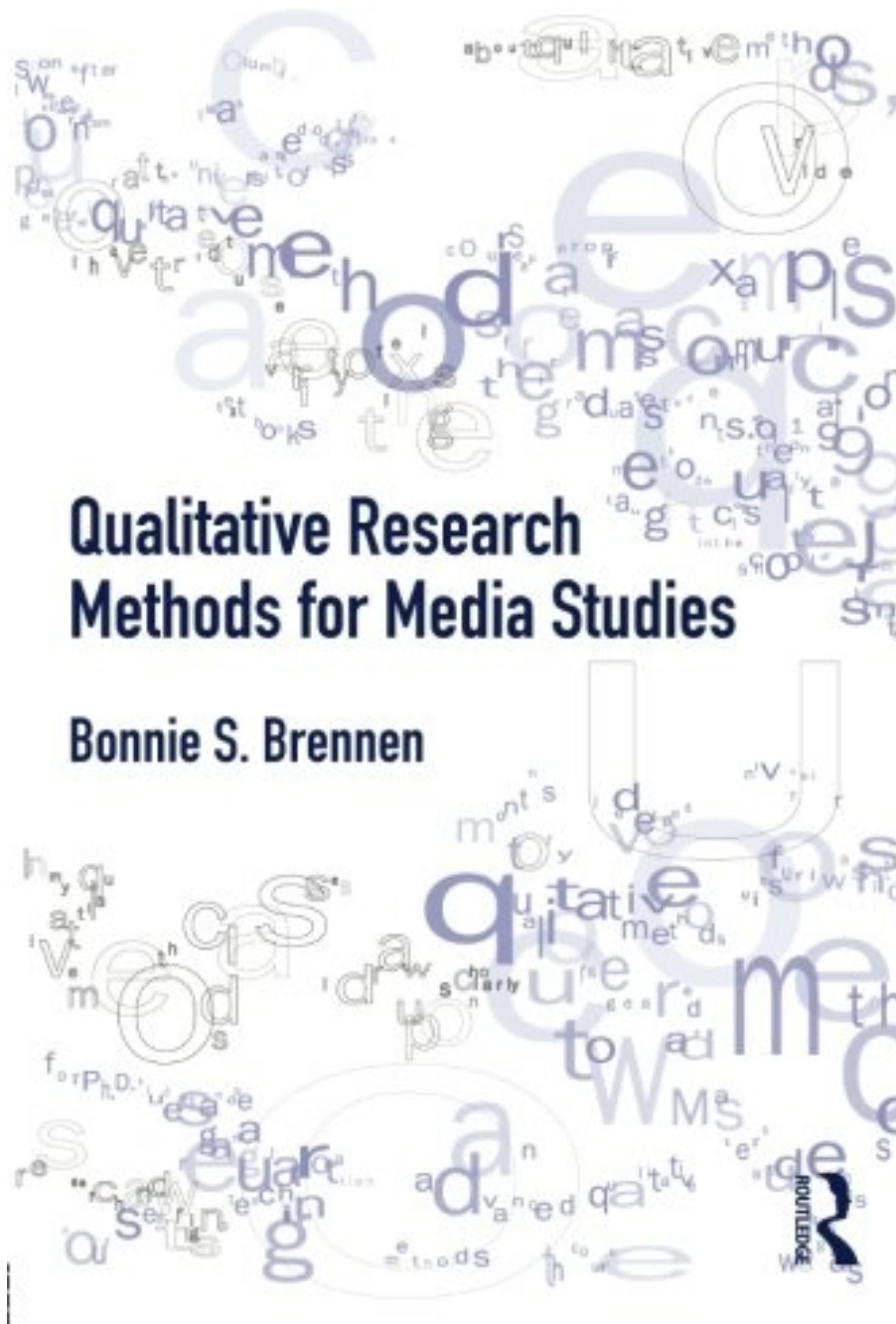


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"Bonnie Brennen—one of the most distinguished scholars in the field—offers readers a lucid, rigorous and detailed account of how to conduct qualitative research studies, employing the evidence derived from interviews, focus groups, oral histories, ethnography and textual analysis, as well as case studies of published research which highlight good practice and activities and exercises relating to each identified approach. Qualitative Research Methods in Media Studies slays the myth concerning the supposed supremacy of quantitative approaches to research. The result is a landmark text which will be essential reading for students of media and journalism studies." ?Bob Franklin, Professor of Journalism Studies, Cardiff University, UK

"Written in clear, jargon-free language, this remarkable and engaging textbook guides the reader through each qualitative method and then offers examples that vividly illustrate those methods at work. A true expert in qualitative communication research, Brennen draws on a wide range of sources and makes complex concepts accessible and understandable. The voice of the book is that of a friendly, trusted and supportive mentor. It will give students the skills and the courage to undertake challenging research studies." ?Margaret Duffy, Professor and Chair, Strategic Communication, Missouri School of Journalism

## About the Author

Bonnie S. Brennen is the Nieman Professor of Journalism in the Diederich College of Communication at Marquette University. Her research focuses on the intersection between labor and journalism history as well as on relationships between media, culture, and society. She is author of *For the Record: An Oral History of Rochester, New York Newswriters* and co-editor, with Hanno Hardt, of three books: *The American Journalism History Reader*; *Picturing the Past: Media, History, and Photography*; and *Newswriters: Towards a History of the Rank and File*, also published by Routledge.

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