

Arthur Asa Berger employs his signature style - a practical focus, the use of numerous examples, a step-by-step approach, and humor - in his latest book, *Media and Communication Research Methods*. Combining both qualitative and quantitative research methods, this introductory text covers the topics thoroughly and is clearly written and fun-to-read. This book is ideal for beginning research students both at the graduate and undergraduate level because it is clear, concise, and accompanied by many detailed examples. - attention-grabbing dialogue begins each chapter and gives students insights into a particular research technique - the first two chapters answer the question what is research? and describe a library search and literature review - four chapters on textual analysis explain clearly semiotic analysis, rhetorical analysis, ideological criticism, and psychoanalytic criticism - four chapters on qualitative methods elucidate interviews, historical analysis, ethnomethodological research, and participant observation - four chapters on quantitative methods make contents analysis, surveys, experiments, and descriptive statistics easy to understand - the final two chapters will help students better understand research papers - the glossary at the end of the book defines numerous research concepts. With his thorough coverage of research strategies, his engaging writing style, and even his own illustrations, Berger has written a captivating book for communication research students.

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