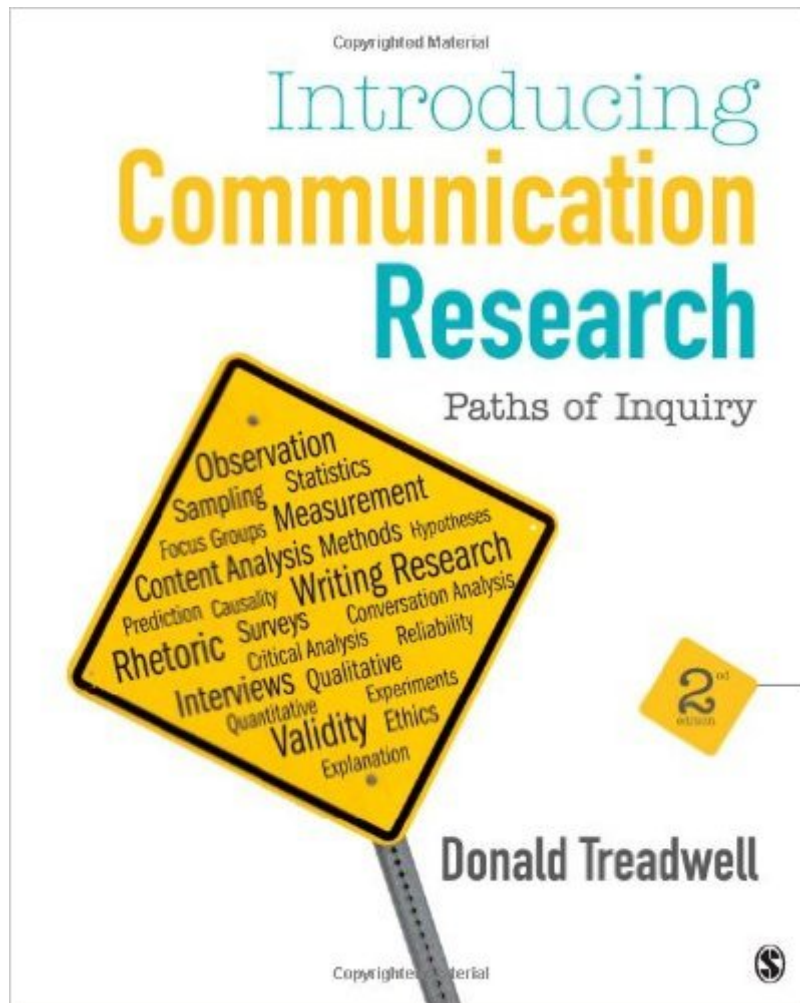# Introducing Communication Research: Paths Of Inquiry

## Synopsis

Introducing Communication Research, by Donald Treadwell, demystifies the theories and applications of communication research through its focus on research methods in practice. By highlighting examples of research in real-world settings, this exciting and accessible book helps readers see the relevance of basic communication research skills and concepts to their studies and careers. This proven book provides an overview of the research process from start to finish, covering both quantitative and qualitative methods, statistics, ethics, measurement, and more. A concluding chapter shows readers how to write up and present their research to various audiences.

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