



## Analyzing Media Messages: Using Quantitative Content Analysis in Research (Lea's Communication Series)

By Daniel Riff, Stephen Lacy, Frederick Fico, Daniel Riffe, Frederick G. Fico

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Accompanied by detailed, practical examples of current and classic applications, this volume is appropriate for use as a primary text for content analysis coursework, or as a supplemental text in research methods courses. It is also an indispensable reference for researchers in mass communication fields, political science, and other social and behavioral sciences.

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