

ilmu komunikasi contoh proposal penelitian kuantitatif

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MERANCANG PROPOSAL PENELITIAN PASCA SARJANA BIDANG ILMU SOSIAL MENAKLUKKAN KAMPUS LUANG NEGERI

Buku yang Anda pegang ini merupakan panduan komprehensif yang ditujukan untuk para calon penulis proposal penelitian Pascasarjana dibidang Ilmu Sosial. Buku ini disusun dengan penuh dedikasi dan komitmen untuk memberikan panduan yang jelas, sistematis, dan terstruktur dalam menyusun proposal penelitian yang berkualitas tinggi. Penulisan proposal penelitian Pascasarjana adalah suatu tantangan yang memerlukan keahlian, pengetahuan, dan ketelitian, oleh karena itu, buku ini tidak hanya menyajikan teori, namun juga memberikan contoh-contoh nyata dan tips praktis yang dapat membimbing para penulis dalam menyusun proposal yang kuat dan relevan.

Ragam Metode Penelitian Kualitatif Komunikasi

Selama ini penelitian kualitatif cenderung di-stereotype-kan sebagai penelitian yang mudah, suka-suka peneliti, tidak rasional, penelitian yang mengada-ada, atau bahkan ada yang menganggap tidak ilmiah. Padahal penelitian kualitatif adalah penelitian yang ilmiah dan tidak diragukan kredibilitasnya. Buku ini mencoba memberikan penjelasan ilmiah tentang kualitas berbagai ragam penelitian kualitatif. Mulai dari metode studi kasus, grounded theory, etnografi, fenomenologi, participatory action research (PAR), hingga penelitian kritis. Di samping itu, buku ini juga memberikan penjelasan tentang metode kualitatif diawali dengan menjelaskan tentang cara berpikir penelitian kualitatif secara mendasar yaitu dimulai dengan memahami paradigma berpikir penelitian kualitatif. Setelah itu pembaca diajak untuk memahami secara lebih mendalam tentang apa itu metode penelitian kualitatif dan berbagai langkah yang harus dilakukan dalam melakukan penelitian kualitatif. Pada bagian akhir diberikan penjelasan

tentang etika penelitian dan beberapa contoh-contoh proposal penelitian dalam bidang komunikasi. Semoga buku ini bisa menjadi buku pegangan bagi pengajar metodologi penelitian kualitatif di bidang komunikasi dan mahasiswa Ilmu Komunikasi yang sedang mempelajari mata kuliah Metode Penelitian Kualitatif; serta menjadi referensi bagi mahasiswa yang ingin menyusun penelitian komunikasi dengan metode kualitatif, terutama bagi mahasiswa yang sedang melakukan skripsi maupun tesis.

Metode Penelitian

Mata kuliah Riset Kajian Media dan Budaya yang selama ini ditawarkan pada program studi Ilmu Komunikasi merupakan kelanjutan dari mata ajaran sejenis riset media, tetapi lebih bersifat kualitatif dan kritis dan fokus pada konten media, bahasa, serta teks media dan gambar visual. Mata ajaran ini membahas model dan contoh penelitian komunikasi dan media yang bersifat kualitatif, yang digunakan dalam tradisi Media and Cultural Studies seperti analisis tekstual, analisis visual (image-based research), film, video arts, analisis wacana/discourse, dan etnografi penonton. --- Buku persembahkan penerbit Kencana (Prenadamedia)

METODE PENELITIAN KUALITATIF : Perspektif bidang ilmu Sosial

Penelitian kualitatif merupakan suatu metode penelitian yang sangat penting dalam bidang ilmu sosial karena mampu memberikan pemahaman yang mendalam tentang fenomena sosial yang kompleks dan memerlukan pendekatan yang holistik. Buku ini disusun dengan tujuan untuk memberikan panduan dan pemahaman yang komprehensif tentang metode penelitian kualitatif bagi para peneliti, mahasiswa, dan akademisi yang tertarik dengan bidang ilmu sosial. Dalam buku ini, penulis membahas berbagai aspek penting dalam metode penelitian kualitatif, termasuk konsep dasar penelitian, fungsi penelitian, model penelitian, penyusunan pedoman penelitian, teknik triangulasi dan varian analisis data. Penulis juga menekankan pentingnya memperhatikan aspek etika dalam penelitian kualitatif, sehingga peneliti dapat menghasilkan penelitian yang berkualitas dan bermanfaat bagi masyarakat.

PEDOMAN PENULISAN PROPOSAL DAN TESIS

Buku pedoman ini sebagai upaya untuk memberikan panduan dalam penulisan proposal dan tesis sebagai tugas akhir yang wajib diselesaikan oleh setiap mahasiswa Program Pascasarjana Sekolah Tinggi Agama Hindu negeri Gde Pudja Mataram. Pedoman ini juga diharapkan akan memberikan kontribusi yang positif bagi tata cara penulisan proposal dan tesis sehingga berimplikasi pada terwujudnya proses dan hasil penelitian tesis seperti yang diharapkan. Buku pedoman penulisan proposal dan tesis ini sebagai hasil perumusan Tim Penyusun Pedoman Penulisan Proposal dan Tesis sesuai dengan Surat Keputusan Ketua Sekolah Tinggi Agama Hindu Negeri Gde Pudja Mataram No. 876/Sth.01/SK/11/2016, Tanggal 9 November 2016 tentang Pembentukan Tim Penyusun Buku Pedoman Penulisan Tesis Program Pascasarjana Sekolah Tinggi Agama Hindu Negeri Gde Pudja Mataram. Hasil penyusunan yang dilakukan oleh Tim Penyusun Buku Pedoman Penulisan Tesis selanjutnya dicetak dalam buku dalam upaya untuk memberikan tuntunan mulai dari awal pembuatan proposal sampai pada penulisan tesis pada Program Pascasarjana Sekolah tinggi Agama Hindu Negeri Gde Pudja Mataram.

Metode Pemilihan Kuantitatif

Metode penelitian merupakan dasar ilmiah untuk memperoleh data dan jawaban terhadap berbagai pertanyaan penting sebagai subjek riset. Pada sisi lain, metode penelitian kuantitatif dalam riset ilmiah terus berkembang serta mendapat posisi penting dalam dunai riset ilmiah di Indonesia baik riset sosial/sosiologi, ekonomi, dan politik. Fokus penulisan buku ini dimaksudkan untuk membantu para mahasiswa, lembaga riset, dan pusat studi, serta khalayak umum manakala akan melakukan penelitian kuantitatif dengan menggunakan uji statistik yang sesuai dengan permasalahan serta dalam menerjemahkan output dan SPSS. Buku teks utama ini menyajikan secara terstruktur, mulai dari membuat judul penelitian hingga uji statistik yang cocok atau sesuai dengan permasalahan utama, serta dilengkapi pula dengan perbandingan perhitungan manual dan SPSS. Buku persembahkan penerbit PrenadaMediaGroup

Metode Penelitian Kuantitatif, Kualitatif dan Mixed Approach

Ebook ini berupaya menguraikan secara ringkas mengenai 3 pendekatan dalam penelitian, yaitu kualitatif, kuantitatif dan pendekatan gabungan (mixed approach) disertai beberapa desain riset yang

umum digunakan pada masing-masing pendekatan tersebut. Pembahasan dimulai dari dua kategori besar Ilmu yang dikenal dalam filsafat sebagai pengetahuan a priori dan a posteriori, pendekatan, metode hingga desain riset yang lahir dari kedua pandangan dimaksud. Semoga dapat bermanfaat khususnya bagi peneliti pemula dalam ilmu-ilmu sosial.

Metodologi Penelitian untuk Ilmu Sosial Humaniora Dengan Pendekatan Kuantitatif

Berawal dari keprihatinan penulis terhadap mahasiswa (baik jenjang Diploma, Sarjana, maupun Doktoral) yang masih mengalami kendala dalam penelitiannya, penulis terdorong untuk menyusun buku yang mengangkat tema penelitian di bidang Sosial Humaniora. Khususnya, metode penelitian dengan pendekatan kuantitatif. Pemahaman tentang penelitian ilmiah bermodel kuantitatif selama ini lebih banyak bersifat teknik penggunaan analisis penghitungan dengan dukungan software statistik tertentu. Namun, yang tidak kalah pentingnya dari hal itu adalah bagaimana pemahaman peneliti sendiri terhadap model penelitian dan proses yang sebenarnya harus dilakukan sehubungan dengan standar karya ilmiah yang baik. Masih banyak mahasiswa atau peneliti yang terjebak pada suatu karya penelitian yang belum memuat unsur-unsur penelitian ilmiah yang sebenarnya. Sehingga, pada saat dilakukan seminar proposal, bahkan seminar hasil penelitian, tidak jarang hasil laporan penelitian terlihat tidak menunjukkan adanya korelasi antarbagiannya serta cenderung bias. Buku ini diharapkan mampu menjadi jembatan yang membantu para peneliti untuk menemukan solusi terbaik atas kendala yang dijumpai dalam keseluruhan proses penelitiannya. Mulai dari perencanaan, proses penelitian, hingga penyusunan laporan hasil penelitiannya.

Cara Cepat Menulis Tesis dan Disertasi yang Menarik & Berkualitas

Mayoritas Anda yang sedang menempuh pendidikan pasca sarjana di perguruan-perguruan tinggi di sebuah negara atau daerah manapun pasti menginginkan satu hal ini. Anda dapat lulus tepat waktu, atau bahkan lebih cepat dari yang ditentukan, dengan mendapatkan ijazah/gelar resmi. Untuk bisa mendapatkan ijazah seperti ini, Anda diminta menyusun dan menyelesaikan sebuah Tesis atau Disertasi. Banyak diantara kita yang ketika harus memenuhi tugas semacam ini tiba-tiba kebingungan harus memulainya dari mana, tidak punya atau bahkan kehilangan motivasi dan/atau mengalami beragam jenis kesulitan lainnya. Buku ajar dengan judul 'Cara Cepat Menulis Tesis dan Disertasi Yang Menarik & Berkualitas' ini penulis susun dengan maksud untuk membantu mengatasi persoalan seperti ini.

Quantitative Methods in Media and Communication

"This textbook is an advanced introduction to quantitative methods for students in communication and allied social science disciplines that focuses on why and how to conduct research that contributes to social justice. Today's researchers are inspired by the potential for scholarship to make a difference for society, to push toward more just and equitable ends, and to inform members of the public so that they can make decisions about how to navigate the social, cultural, and political world equipped with accurate, fair, and up-to-date knowledge. This book illustrates the mechanics and the meaning behind quantitative research methods by drawing extensively from studies conducted by researchers addressing questions of social justice and the transformation of structures, practices, and understandings in society through community and civic engagement and policy formation. It contains step-by-step guidance in quantitative methods--from conceptualization through all the stages of execution of a study--and demonstrates how researchers can engage with social justice issues in systematic, rigorous, ethical, and meaningful ways. This text serves as a core or supplementary textbook for graduate and advanced undergraduate courses in research methods for communication and social sciences and fills a gap for a methods text that is responsive to the desire of scholars to conduct socially impactful research"--

Quantitative Research Methods in Communication

Keberadaan buku Metode Penelitian bagi setiap Perguruan Tinggi mempunyai peran penting dan strategis disebabkan kegunaannya yang sangat urgen. Sudah banyak diterbitkan buku sejenis ini oleh para pakar dan dosen, namun bagi masyarakat akademik keberadaan dan kemunculan suatu buku sebagai bahan ajar tentu merupakan prestasi khusus sehingga dapat berguna dalam rangka membimbing mahasiswa menemukan tema penelitian yang akan diajukannya sebagai judul karya ilmiah berupa skripsi

Communication Research Measures

e would like to welcome you to the ASIAN CONFERENCE ON HUMANITIES, INDUSTRY, AND TECHNOLOGY FOR SOCIETY hosted by, Dr Soetomo University on 30 - 31 July 2019 at Dr Soetomo University, Surabaya, East Java, Indonesia. The conference aims to provide all researchers with the opportunity to share their research in the areas of Social Science, Industry, & Technology to the International community. This Conference accepts all paper related to Humanities, Industrial Revolution, Applied Technology and Engineering for Sustainable Society and our Objectives is to promote an exchange of research ideas and knowledge among local and international researchers and alsı to provide a platform for research collaborations among local and international researchers and institutions of higher learning.

Nuansa-nuansa komunikasi

Offers insights on the state of online news, exploring the issues surrounding this convergence of print and electronic platforms, and the public's response to it. The heart of the book is formed by empirical studies - mostly social surveys - coming out of the media effects and uses traditions.

METODE PENELITIAN PENDIDIKAN

Family Communication: Cohesion and Change encourages students to think critically about family interaction patterns and to analyze them using a variety of communication theories. Using a framework of family functions, current research, and first-person narratives, this text emphasizes the diversity of today's families in structure, ethnic patterns, gender socialization, and developmental experiences. New for the tenth edition are expanded pedagogical features to improve learning and retention, as well as updates on current theory and research integrated throughout the chapters for timely analysis and discussion. Cases and research featured in each chapter provide examples of concepts and themes, and a companion website offers expanded resources for instructors and students. On the book's companion website, www.routledge.com/cw/galvin, instructors will find a full suite of online resources to help build their courses and engage their students, as well as an author video introducing the new edition: Course Materials Syllabi & Suggested Calendars Course Projects & Paper Examples Essay Assignments Test/Quiz Questions and Answer Keys Case Studies in Family Communication Family Communication Film and Television Examples Family Communication in Literature Examples Chapter Outlines Detailed Outlines Discussion Questions Case Study Questions Sample Chapter Activities Chapter PowerPoint Slides

ACHITS 2019

The Fifth Edition of this bestselling textbook provides a comprehensive, non-technical introduction to the range of approaches to understanding mass communication. Fully revised, and with new student-friendly features, McQuail's Mass Communication Theory offers an integrated treatment of the major components of mass communication - the sender, the message, and the audience; considers all the diverse forms of mass communication in contemporary societies - television, radio, newspapers, film, music, the Internet and other forms of new media; and demonstrates how theories of mass communication relate to the broader understanding of society and culture.

Online News and the Public

Updated in its 13th edition, Joseph Devito's The Interpersonal Communication Book provides a highly interactive presentation of the theory, research, and skills of interpersonal communication with integrated discussions of diversity, ethics, workplace issues, face-to-face and computer-mediated communication and a new focus on the concept of choice in communication. This thirteenth edition presents a comprehensive view of the theory and research in interpersonal communication and, at the same time, guides readers to improve a wide range of interpersonal skills. The text emphasizes how to choose among those skills and make effective communication choices in a variety of personal, social, and workplace relationships

Family Communication

The major textbook in communication theory. Denis McQuail provides a brisk, elegantly organized, and comprehensive overview of the ways in which mass communication has been viewed by social scientists and by practitioners. The wealth of thinking in the field; the enormous range of issues studied

and questions raised; the proliferation of schools, approaches and tendencies: McQuail marshalls this welter of material into a clear, easy to follow textbook for students at all levels of communication studies. He reviews: ways in which the mass media have been defined theories of their function and purpose views of the organizational structures and processes of mass media content analysis and the other techniques for interpreting the meaning of media content theories of what an audience is and what it does Cultivation theory, traditional sociology, classical marxism, the Frankfurt school, 'hegemony' theory, Soviet media theory, the uses and gratifications approach, development media theory, free press theory, organizational theory -- all these and much more -- are described and placed in their historical and scholarly context. McQuail's extensive references will guide anyone interested in mass communication to the key work in the field. Diagrams, a Media Theory Map, summaries, indexes and other features will further help new students to keep a hold on all the separate strands in the field. About the author: Denis McQuail is currently Professor of Mass Communication, University of Amsterdam, the Netherlands. After graduating from Corpus Christi College, Oxford with a BA in Modern History and a Diploma in Public and Social Administration, he received a PhD in social studies from the University of Leeds. He has since been affiliated to the Television Research Unit, University of Leeds; the University of Southampton; and the Annenberg School of Communication, University of Pennsylvania. His major publications include: *Television and the Political Image* (with J Trenaman) 1961; *Television in Politics: Its Use and Influence* (with J G Blumler), 1968; *Towards a Sociology of Mass Communications*, 1968; *Sociology of Mass Communication* (editor) 1972; *Communication*, 1975; *Review of Sociological Writing on the Press*, 1976; *Analysis of Newspaper Content*, 1977; *Communication Models for the Study of Mass Communication* (with Sven Windahl), 1982. Why this textbook? Why choose this textbook for use in your courses over others that are available? McQuail has drawn on his own extensive teaching experience to make sure his book offers the following qualities and features: The frameworks: for ease of organization, McQuail arranges the theories of media effect processes, or mass media and social change in new, clarifying frameworks. He aims to present all the principal theories within a single integrative framework. Its range: McQuail's extraordinary feat of organization encompasses theories from all the principal approaches to communication from all over the world. His book will be useful in a variety of cultural and national settings. Its thoroughness: McQuail provides over 300 references to guide your students to the primary sources. Not only is each theory described, and its sources and histories plotted, but its implications and intellectual context are explored. Consensus theories are given equal weight with themore contentious, critical understandings. Controversy is faced, fairness maintained. Its currency: The most recent research is expressed in the form of theoretical propositions. New approaches are discussed that are not reviewed in other textbooks: a revision of the functional theory, the notion of emerging 'public definitions', and a revision of the 'four theories of the press'. Other unique features: A thorough review of theories of the audience. Questions of media power and normative theories of media are given a central place at various points. Professor Denis McQuail provides a thorough review of the history, structure, and processes of the mass media, and the views taken of them. The first chapter defines the terms and issues of mass media studies. It also traces the development of mass media since the first newspapers in the 17th century. McQuail notes the origins, typical forms, and applications of mass media at different times. He then provides a framework for understanding the different approaches to the study of mass media. Mass society theory, Marxist approaches of different types, message-centred theory, and theory of audience and effect are the perspectives reviewed. Chapter Three explores the ideological, political, and cultural contexts in which the mass media operates, and which define the media's functions. The institutional forms of mass communication are characterized in Chapter Four. In Chapter Five, the meaning of the information provided by the media is analyzed. Different kinds of content, such as news or fiction, are examined from different theoretical perspectives. Chapter Six describes alternative approaches to the study ofthe audience, the different aspects of audiences which they study, and the conclusions they have reached. Chapter Seven focusses on the study of the impact and effect of media. Different scientific approaches to this study are described, and the results of this research given. The final chapter looks at the lessons of mass communication study for issues of current concern such as international communication and new technological developments.

McQuail's Mass Communication Theory

The industrial nations of the world have become Information Societies. Advanced technologies have created a communication revolution, and the individual, through the advent of computers, has become an active participant in this process. The "human" aspect, therefore, is as important as technologically advanced media systems in understanding communication technology. The flagship book in the Series

in Communication Technology & Society, Communication Technology introduces the history and uses of the new technologies and examines basic issues posed by interactive media in areas that affect intellectual, organization, and social life. Author and series co-editor Everett M. Rogers defines the field of communication technology with its major implications for researchers, students, and practitioners in an age of ever more advanced information exchange.

Interpersonal Communication Book

The Handbook of Islamic Banking comprises 25 studies by leading international experts on Islamic banking and finance specially commissioned to analyse the various debates and the current state of play in the field. From its origins thirty years ago, Islamic banking has expanded rapidly to become a distinctive and fast growing segment of the international banking and capital markets. Despite this expansion, Islamic banking still remains poorly understood in many parts of the Muslim world and continues to be a mystery in much of the West. This comprehensive Handbook provides a succinct analysis of the workings of Islamic banking and finance, accessible to a wide range of readers. At the same time, it seeks to bring the current research agenda and the main issues on Islamic banking before a wider audience. Islamic banking offers, as an alternative to conventional interest-based financing methods, a wide variety of financial instruments and investment vehicles based on profit-and-loss sharing arrangements. These are all explored in detail along with other subjects such as governance and risk management, securities and investment, structured financing, accounting and regulation, economic development and globalization. M. Kabir Hassan, Mervyn Lewis and the other contributors have created an authoritative and original reference work, which will contribute to a wider understanding of Islamic banking as well as provoking further discussion and research. It will be invaluable to all scholars, researchers and policymakers with an interest in this subject.

International Business

Conflict and group boundaries; Hostility and tensions in conflict relationship; In-group conflict and group structure; Conflict with out-group and group structure; Ideology and conflict; Conflict calls for allies.

Mass Communication Theory

Praised in the first edition for the clarity of his general framework for conceptualizing meta-analysis, Rosenthal's revised edition covers the latest techniques in the field, such as a new effect size indicator for one size data, a new coefficient of robustness of replication, new procedures for combining and comparing effect sizes for multiple dependent variables, and new data on the magnitude of the problem of incomplete retrieval (the file drawer problem).

Communication Technology

One of the hottest topics in personal technology right now is eBooks and eReaders. (Amazon now reports selling more eBooks than printed books.) But, how can this technology apply to workplace learning and performance? Training groups have long published user guides and training manuals, but now eBooks can change the way we design and distribute these materials. This book explores the different formats of eBooks; covers the workflow of publishing eBooks using low-cost tools; and explores how the most popular eReaders can be leveraged for learning content in your organization.

Handbook of Islamic Banking

This work introduces communication to students who may have little background in communication theory. It aims to help students understand the pervasiveness of theory in their lives, to demystify the theoretical process, and to help students become more systematic in their thinking about theory.

Functions of Social Conflict

This practical, down-to-earth guide is written for those new to research and it assumes no prior knowledge of the subject. The author has worked as a researcher since the mid 1980s and has written and taught courses on research methodology at the university level.

Meta-Analytic Procedures for Social Research

The substantially updated and revised Fifth Edition of this landmark handbook presents the state-of-the-art theory and practice of qualitative inquiry. Representing top scholars from around the world, the editors and contributors continue the tradition of synthesizing existing literature, defining the present, and shaping the future of qualitative research. The Fifth Edition contains 19 new chapters, with 16 revised—making it virtually a new volume—while retaining six classic chapters from previous editions. New contributors to this edition include Jamel K. Donnor and Gloria Ladson-Billings; Margaret Kovach; Paula Saukko; Bryant Keith Alexander; Thomas A. Schwandt and Emily F. Gates; Johnny Saldaña; Uwe Flick; Mirka Koro-Ljungberg, Maggie MacLure, and Jasmine Ulmer; Maria Elena Torre, Brett G. Stoudt, Einat Manoff, and Michelle Fine; Jack Bratich; Svend Brinkmann; Eric Margolis and Renu Zunjarwad; Annette N. Markham; Alecia Y. Jackson and Lisa A. Mazzei; Jonathan Wyatt, Ken Gale, Susanne Gannon, and Bronwyn Davies; Janice Morse; Peter Dahler-Larsen; Marc Spooner; and David A. Westbrook.

EBook Publication for Training

Pengabdian kepada masyarakat merupakan salah satu unsur tri dharma perguruan tinggi yang tidak kalah mulia dengan tri dharma yang lain. Bahkan kebermanfaatannya bisa secara langsung dirasakan oleh masyarakat yang menjadi mitra. Sehingga perguruan tinggi tidak hanya sekadar menjadi mercusuar ilmu pengetahuan yang tidak membumi. Justru ilmu pengetahuan tersebut menerangi dan memberikan sinar yang cerah bagi masyarakat. Model pengabdian kepada masyarakat berbasis kompetisi ini sangat relevan untuk program pengabdian yang melibatkan banyak subjek dampingan. Unsur kompetisi menjadi faktor pendorong subjek untuk mengikuti serangkaian kegiatan pengabdian dengan baik. Masing-masing subjek dampingan akan menunjukkan bahwa mereka bisa menjadi yang terbaik. Terlebih, pemberian penghargaan pada subjek dampingan yang sukses dan memenuhi kriteria tertentu, tentu menjadi amunisi tambahan untuk menjadi yang terbaik.

Kalangwan

Fashion is all about image. Consequently, fashion marketing communications – encompassing image management and public relations, branding, visual merchandising, publicity campaigns, handling the media, celebrity endorsement and sponsorship, crisis management etc. – have become increasingly important in the fashion business. This textbook for students of fashion design, fashion marketing, communications and the media sets out all that they need for the increasing number of courses in which the subject is a part.

Introducing Communication Theory

The Landscape of Qualitative Research, Third Edition, attempts to put the field of qualitative research in context. Part I provides background on the field, starting with history, then action research and the academy, and the politics and ethics of qualitative research. Part II isolates what we regard as the major historical and contemporary paradigms now structuring and influencing qualitative research in the human disciplines. The chapters move from competing paradigms (positivist, postpositivist, constructivist, critical theory) to specific interpretive perspectives, feminisms, racialized discourses, cultural studies, sexualities, and queer theory. Part III considers the future of qualitative research." "This text is designed for graduate students taking classes in social research methods and qualitative methods as well as researchers throughout the social sciences and in some fields within the humanities.

Practical Research Methods

This volume traces the modern critical and performance history of this play, one of Shakespeare's most-loved and most-performed comedies. The essay focus on such modern concerns as feminism, deconstruction, textual theory, and queer theory.

Effective Public Relations

This title is directed primarily towards health care professionals outside of the United States. The second edition of Clinical Procedures in Veterinary Nursing continues to provide a detailed 'skills analysis' of all the clinical procedures likely to be performed by a veterinary nurse in practice. Using its unique systematic approach, the book explains practical procedures used daily in veterinary practice, covering all aspects of a veterinary nurse's tasks, concentrating on small animal procedures. Clearly illustrated, with accompanying text provided in an accessible action-rationale format, each procedure includes an

explanation of the theory behind the action, thus linking the classroom with clinical practice. With many additional and updated procedures this new edition concurs with current standards and introduces the most modern techniques to the veterinary nurse. Clear, step-by-step instructions are provided for each procedure A reference guide to best practice for both qualified and trainee veterinary nurses, veterinary technicians, diploma students and veterinary undergraduates Covers companion animals as well as exotic species Fully up-dated with additional procedures throughout Second colour increases ease of use and navigability New chapter "Preparing for the veterinary nursing exams" New practical layout ensures concise understanding of content by giving the rationale immediately after the action New photographs run alongside redrawn illustrations, making explanations even clearer

The SAGE Handbook of Qualitative Research

British Fashion Design explores the tensions between fashion as art form, and the demands of a ruthlessly commercial industry. Based on interviews and research conducted over a number of years, Angela McRobbie charts the flow of art school fashion graduates into the industry; their attempts to reconcile training with practice, and their precarious position between the twin supports of the education system and the commercial sector. Stressing the social context of cultural production, McRobbie focuses on British fashion and its graduate designers as products of youth street culture, and analyses how designers from diverse backgrounds have created a labour market for themselves, remodelling `enterprise culture` to suit their own careers.

Model Pengabdian Berbasis Kompetensi

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0

Fashion Marketing Communications

There are not many textbooks available (if any) that can match [this book's] intelligence.

The Landscape of Qualitative Research

The Social Problems of an Industrial Civilization