

Bull

Communication Under the Microscope

The Theory and Practice of Microanalysis

Social interaction in recent years has become the focus of systematic scientific research in a wide variety of academic disciplines. In *Communication under the Microscope*, Peter Bull shows how communication has become an object of study in its own right, which can be dissected in the finest detail through the use of film and recording technology. In so doing he provides a clear and valuable introduction into the theory and practice of microanalysis. Bull argues that microanalysis is both a distinctive methodology and a distinctive way of thinking about communication. He then focuses on the two principal elements of face-to-face communication: speech and non-verbal behaviour.

Communication in particular social contexts is also addressed with related chapters on gender and politics. Finally, the practical aspects of microanalysis are discussed. This unique and thorough review of microanalysis integrates different approaches and draws together research literature which is often diverse and disparate. Presented in a clear and focused style, this book will be of interest to psychologists, social scientists and all students and researchers in the field of communication. Communication is central to many aspects of human life, yet it has only recently become the focus of systematic scientific investigation within a wide variety of academic disciplines. Communication has now become an object of study in its own right, and can be dissected in the finest detail with the use of recording technology (film, audiotape and videotape). This approach has become known as 'microanalysis', and forms the principal theme of *Communication under the Microscope*.

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