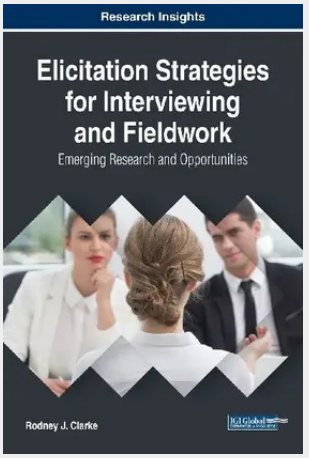
Business Science Reference

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Genre theory has been used to describe patterns within certain types of mass media, especially patterns associated with written and spoken language. These same methods can be applied to interviewing and the planning and creation of focus groups. Elicitation Strategies for Interviewing and Fieldwork: Emerging Research and Opportunities is a pivotal reference source that provides vital research on the application of textual strategies associated with initiating or eliciting texts and strategies for keeping responders on task. While highlighting topics such as microgenre, interview protocol, and cultural context, this publication explores interview techniques as well as the methods of using these strategies to keep interviews relevant. This book is ideally designed for academicians, researchers, journalists, communication specialists, and interviewers seeking current research on interview strategies and textual strategies important to recognizing and evaluating patterns within responses.

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