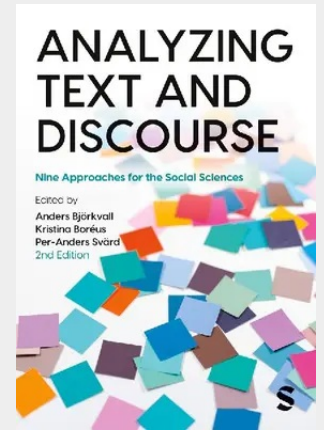


## Analyzing Text and Discourse

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Choose the right methodological tools to answer your research question and know how to use them with this anthology of textual analysis approaches. Each chapter provides not only relevant theoretical background behind each methodology, but also its advantages and challenges, its potential applications, and its relationship to studying social phenomenon. Through step-by-step worked examples of real-world data, you get an in-depth window into each method in action and learn how to apply the same techniques successfully and confidently in your own research. Methods include: • Content analysis • Narrative analysis • Critical discourse studies • Multimodal discourse analysis



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