



# Communication Research: Techniques, Methods and Applications

By G. M. du Plooy

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Aimed at second and third level university and technikon students, this outcome-based textbook covers core theoretical approaches in media studies. A section centred around production focuses on basic techniques and introductory applications. The discussions and outcomes contained within can easily be adapted to accommodate the needs of different educational institutions and students.

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### About the Author

Professor GM (Trudie) du Plooy is a professor in the Department of Communication, University of South Africa.

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