



RESEARCH: BASIC PRINCIPLES AND TECHNIQUES



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Research: Basic Principles and Techniques

Your Essential Guide to Starting Research

This book is a simple, easy-to-follow guide for beginners in research. Whether you're a student, academic, or professional, it covers the fundamental principles and techniques for successful research. Drawing on the authors' experiences, it explains key topics such as formulating research questions, choosing research methods, analyzing data, writing research proposals, presenting findings, and understanding ethical considerations.

About the Authors:

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Dr. Nirmala M. is an academican with a Ph.D. in Social Sciences and Humanities, specializing in Journalism and Sociology, and an M.Phil. in Mass Communication. She also holds M.A. degrees in Communication and Sociology. Her research, which focuses on Tamil cinema's role in women's empowerment and societal change, has earned her prestigious accolades, including Asia's Outstanding Educator of the Year 2024. With several years of experience as an Assistant Professor in Visual Communication, Dr. Nirmala M. currently works at the Department of Visual Communication at Vels Institute of Science, Technology, and Advanced Studies. She is committed to advancing media and gender studies and empowering students through education and research.

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