

# The Qualitative Methods Master Class Webinar Series

## Qualitative Textual Analysis of Interviews & Media

Social life gains meaning, importance, and relevance through systems of signification. While there are a variety of analytical styles available for conducting textual analyses, all of these practices are united by an effort to understand texts (whether interviews, natural conversation, or media) not as factual statements but as processes through which knowledge comes to appear objective and meaningful. This webinar is designed for social scientists who are interested in gaining techniques for moving between broad cultural analyses of language and discourse which emphasize social constraints and localized practices of text and talk that emphasize individual agency. This ability to move between structure and agency, culture and practice, offers researchers unique opportunities for understanding relationships among language, culture and power.

**Registration Link:** <https://attendee.gotowebinar.com/register/1073263369106958851>

November 16, 2017  
2:00 pm MST (Mountain Time)  
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