



Literature for KOMC13, Strategic Communication: Public Relations and Social Media applies from autumn semester 2015

Literature established by the board of the Department of Strategic communication on 2015-03-17 to apply from 2015-09-01

Baym, Nancy K. (2010). *Personal connections in the digital age*. Cambridge: Polity Press [ISBN 9780745643311, 155pages]

Brown, Rob & Waddington, Stephen (2013). *Share this too: More social media solutions for PR professionals*. London: Wiley. [ISBN 9781184676936, 309 pages]

Fuchs, Christian (2014). *Social media: A critical introduction*. London: Sage [ISBN 9781446257302, 266 pages]

Jenkins, Henry, Ford, Sam, & Green, Joshua (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: New York University [ISBN 9780814743508, 306 pages]

Macnamara, Jim (2010). *The 21st century media (r)evolution: Emergent communication practices*. New York: Peter Lang [ISBN 9781433109362, 408 pages]

Nahai, Nathalie (2012). *Webs of influence: The psychology of online persuasion*. London: Pearson [ISBN 9780273772958, 288 pages]

Phillips, David & Young, Philip (2009). *Online public relations*. 2nd ed. London: Kogan Page. [ISBN 9780749449681, 270 pages]

Theaker, Alison & Yaxley, Heather (2013). *The public relations strategic toolkit*. Parts 1 -3. [ISBN 9780415676489, 234 pages]

An article compendium on online public relations, corporate reputation and social media platforms is added to the literature (approx. 100 pages). In addition, students are required to find literature adapted to central issues related to the essay (approx. 200 pages).

Overall pages: approx. 2000.