



Literature for SKOP35, Strategic Communication: Strategic Communication Theory applies from autumn semester 2015

Literature established by the board of the Department of Strategic communication on 2015-06-10 to apply from 2015-08-31

Chouliaraki, Lilie & Morsing, Mette (Eds.) (2010). *Media, organizations and identity*. Basingstoke: Palgrave Macmillan. [ISBN 9780230515512, 214 pages] E-book

Coombs, Timothy, Falkheimer, Jesper, Heide, Mats, & Young, Philip (Eds.) (2015). *Strategic communication, social media and democracy: The challenge of the digital naturals*. Routledge. [ISBN 9781138841161, 210 pages]

Gripsrud, Jostein (Ed.) (2010). *The idea of the public sphere: a reader*. Lexington Books. [eISBN 9780739141991, 317 pages]

Kavaratzis, Mihalis, Warnaby, Gary & Ashworth, Gregory J. (2015). *Rethinking place branding: Comprehensive brand development for cities and regions*. Springer. [ISBN 9783319124247, 260 pages] E-book

Article compendium on strategic communication, organisational identity, place branding and democracy is added to the reading list [approx. 100 pages].

In the written home exam, the students select additional reading consisting of approx. 100 pages.

Total number of pages: 1200.