



## **Literature for SKOB30, Strategic Communication: Public Relations - Theory and Practice applies from autumn semester 2016**

**Literature established by the board of the Department of Strategic communication on 2016-06-08 to apply from 2016-08-29**

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Chadwick, Andrew (2013). *The Hybrid Media System. Politics and Power*. Oxford: Oxford UP. [ISBN 978-0199759484, 256 pages]

Lloyd, John & Toogood, Laura (2014). *Journalism and PR. News Media and Public Relations in the Digital Age*. London: I.B.Tauris. [ISBN 9781784530624, 127 pages]

Van Schendelen, Rinus (2006). *The Art of Lobbying the EU*. Second Edition. Amsterdam: Amsterdam University Press. [978-9053568057, 380 pages]

Theaker, Alison & Yaxley, Heather (2013). *The Public Relations Strategic Toolkit*. London: Routledge. [ISBN 9780415676472, 330 pages] e-book

An article compendium of 200 pages of journal articles and papers issued by professional bodies analysing the practice of public relations will also be included.

Total number of pages: 1293 pages