



Literature for KOMC14, Strategic Communication: Public Relations and Strategic Communication in New Media - Perspectives, Practice and Methods applies from autumn semester 2016

Literature established by the board of the Department of Strategic communication on 2016-06-16 to apply from 2016-08-29

Module 1: Public Relations - Theory and Practice, 7.5 credits

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 approx. 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 for module 1: approx. 1300 pages.

Module 2: Strategic Communication and Digital Media - Culture and Society, 7,5 credits

Earl, Jennifer & Kimport, Katrina (2011). *Digitally enabled social change: activism in the Internet age*. Cambridge, Mass: MIT Press. [ISBN 9780262015103, 258 sidor]

Fuchs, Christian (2014). *Social media: a critical introduction*. London: Sage. [ISBN 9781446257319, 289 sidor]

Rosa, Hartmut & Trejo-Mathys, Jonathan (2015). *Social acceleration*. New York: Columbia University Press. [ISBN 9780231148351, 512 sidor]

Article compendium on digital media and strategic communication (approx. 100 pages).

Total number of pages for module 2: approx. 1160

Module 3: Introduction to Research Methods, 7.5 credits

Bryman, Alan (2012). *Social research methods*. (4. ed.). Chapter 1 – 8, 12 – 19, 23 – 29. New York: Oxford University Press. [ISBN 9780199588053, 631 pages]

McKee, Alan (2003). *Textual analysis: A beginner's guide*. London: Sage. [ISBN 9781412932905:160 pages] E-book

Rose, Gillian (2001). *Visual methodologies: An introduction to the interpretation of visual materials*. 1st ed. London: Sage Publications. [ISBN 9781412933339: 229 pages] E-book

In addition a set of articles is included in the course literature. The articles deal with netnography (20 pages), on-line observations (20 pages), and intersectional research methods (race, gender, age, class, sexuality) (20 pages).

Total number of pages 1090.

Module 4: Academic Paper in Digital media, 7.5 credits

Björklund, Maria & Paulsson, Ulf (2014). *Academic papers and theses: to write and present and to act as an opponent*. (1. ed.). Lund: Studentlitteratur. [ISBN 9789144093765, 152 pages]

Hacker, Diana & Sommers, Nancy, Matthews, Rick & Carbajal Van Horn, Marcy (2013). *A pocket style manual*. (6th ed.). Boston: Bedford/St. Martin's. [ISBN 9780312568498, 272 pages]

In addition to literature above the student is expected to independently search and use scientific literature comprising 750 pages related to the chosen subject of the academic paper. The choice of literature is discussed with the supervisor.

Total number of pages for module 4: approx. 1170.

Total number of pages for KOMC14: approx. 4700.