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


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


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


In addition a set of articles is included in the course literature. The articles deal with nethnography (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


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.