



## **Literature for SKOP01, Strategic Communication: Introduction to Strategic Communication applies from autumn semester 2017**

**Literature established by the board of the Department of Strategic  
communication on 2017-04-25 to apply from 2017-05-02**

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Berger, Peter L. (1969). *The sacred canopy: Elements of a sociological theory of religion*. Garden City, N.Y.: Doubleday. Chapter 1 [ISBN 0-385-07305-4, 25 pages]

Carey, James W. (2009). *Communication as culture: essays on media and society*. (Rev. ed.). New York: Routledge. Chapter 1 [ISBN 0415989760, 17 pages]

Christodoulides, George (2009). Branding in the post-internet era. *Marketing Theory*, vol 9 (1): 141–144 [4 pages]

Cornelissen, Joep. (latest edition). *Corporate communication: a guide to theory and practice*. Thousand Oaks, CA: SAGE Publications Ltd [ISBN 978-1-4462-7495-8, 294 pages]

Falkheimer, Jesper & Heide, Mats (2014). From Public Relations to Strategic Communication in Sweden: The Emergence of a transboundary field of knowledge. *Nordicom Review*, Vol 35 (2): 123-138 [15 pages]

Graeme, Trayner (2017). Why values matter – how public relations professionals can draw on moral foundations theory. *Public Relations Review*, 43(1), 123-129. [ 5 pages]

Frandsen, Finn & Johansen, Winnie (2017). Strategic communication. In Craig R. Scott & Laurie K. Lewis (Eds.), *The international encyclopedia of organizational communication*. Malden, MA: Wiley-Blackwell.

Grönroos, Christian & Voima, Paivi (2013). Critical service logic: Making sense of value creation and co-creation. *Journal of the Academy of Marketing Science*, vol 41: 133 - 150. [17 pages]

- Hall, Edward T. (1969). *The hidden dimension: Man's use of space in public and private*. London: Doublesday. Page 113-130 [ISBN 0-370-01308-5, 17 pages]
- Hallahan, Kirk, Holtzhausen, Derina, van Ruler, Betteke, Vercic, Dejan & Sriramesh (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1 (1): 3–35. [35 pages]
- Hofstede, Geert (1993). Cultural constraints in management theories. *Academy of Management Executive*, Vol 7 (1): 81-94 [13 pages]
- Holtzhausen, Derina R., & Zerfass, Ansgar (2015). Strategic communication: Opportunities and challenges of the research area. In Derina R. Holtzhausen & Ansgar Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 3–17). New York, NY: Routledge.
- Ihlen, Øyvind, & Verhoeven, Piet. (2012). A public relations identity for the 2010s. *Public Relations Inquiry*, 1(2), 159-176. [18 pages]
- Ihlen, Øyvind and Verhoeven, Piet (2012) *A Public Relations Identity for the 2010s'*. *Public Relations Inquiry*, Vol 1 (2): 159-176 [17 pages]
- Nisbet, Robert A. (1970). *The social bond: an introduction to the study of society*. New York: Knopf pp. 192-228 [ISBN 9780394312156, 36 pages]
- Nothhaft, Howard (2016). A framework for strategic communication research: A call for synthesis and consilience. *International Journal of Strategic Communication*, 10(2), 69-86. [17 pages]
- Lusch, Robert F. & Vargo, Stephen (2006). Service-dominant logic: reactions, reflections. *Marketing Theory* 6(3): 281–288. [7 pages]
- Moulettes, Agneta (2007). The absence of women's voices in Hofstede's cultural consequences: A post colonial reading. *Women in Management Review*, 22 (6): 443-455 [12 pages]
- Sigrell, Anders (2011). The ethical entailment of our language choice. In Jan Grue & Kjeldsen, Jens E. (Eds.) *Scandinavian studies in rhetoric: Rhetorica Scandinavica 1997-2010*: 168-178. Ödåkra: Retorikförlaget [ISBN 978-91-86093-09-9, 10 pages]
- Sigrell, Anders (2016). Rhetoric - the art of choosing language constructively. unpublished manuscript [20 pages]
- In addition an article compendium on professional work roles is added to the reading list (50 pages).

Completing the project on the course, the student chooses approx. 150 pages from academic articles and reference books in the library.

Totalt number of pages approx. 850.