



## **Literature for SKOB39, Strategic Communication: Introduction to Research Methods and Academic Writing applies from autumn semester 2017**

**Literature established by the board of the Department of Strategic  
communication on 2017-06-08 to apply from 2017-06-12**

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### Part 1: Philosophy of science and research methods

Berger, Arthur Asa (2016). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Thousand Oaks, CA: Sage Publications. [ISBN, 9781483377568, 417 pages]

Best, Joel (2012) *Damned lies and statistics: Untangling numbers from the media, politicians, and activists*. Berkeley, CA: University of California Press. [190 pages]  
Available as e-book.

Fay, Brian (1996). *Contemporary philosophy of social science: A multicultural approach*. Cambridge, MA: Blackwell [ISBN 9781557865380, 288 sidor]

Pink, Sarah (2016). *Digital ethnography: Principles and practice*. London: Sage. [ISBN 9781473902374, 202 pages]

In addition articles on method in strategic communication will be added. About 100 pages.

Total number of pages: 995

### Part 2: Academic paper in strategic communication

Björklund, Maria & Paulsson, Ulf (2014). *Academic papers and theses: To write and present and to act as an opponent*. 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 articles are included in the course literature. The articles are used as examples of academic writing and to pinpoint certain aspects of the research process. In total about 150 pages

In addition to literature above the student is expected to independently search and use scientific literature comprising 300 pages related to the chosen subject of the academic paper. The choice of literature is discussed with the supervisor.

Total number of pages: 874

Total number of pages: 1869.