



## **Literature for SKOC39, Strategic Communication: Introduction to Research Methods and Academic Writing applies from spring semester 2018**

**Literature established by the board of the Department of Strategic  
communication on 2018-06-14 to apply from 2018-06-15**

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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]

Boyle, Michael P. & Schmierbach, Mike (2015). *Applied communication research methods: getting started as a researcher*. New York, NY: Routledge. [ISBN 9781315718644, 424 pages] Available as e-book.

Flick, Uwe (2018). *The sage handbook of qualitative data collection*. London: SAGE. [ISBN 9781526416070, selected chapters, 250 pages] Available in the database The SAGE Handbook of Qualitative Data Collection  
<http://dx.doi.org/10.4135/9781526416070>

Rose, Gillian (2016). *Visual methodologies: An introduction to researching with visual materials*. London: SAGE. [ISBN 978-1-4739-4890-7, pages 432]

Silverman, David (2017). *Doing qualitative research..* Los Angeles: SAGE. [ISBN 978-1-4739-6698-7, selected pages 400]

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: 2108.