Literature for KOMC25, Strategic Communication: Strategic Communication and PR in Digital Media: Theories, Practices, and Methods applies from autumn semester 2019

Literature established by the board of the Department of Strategic communication on 2019-05-07 to apply from 2019-06-01

Module 1: Strategic Communication and Digital Media - Culture and Society, 7,5 credits


An article compendium on convergence culture, digital media and strategic communication is added to the reading list [150 pages].

Total number of pages for module 1: 1197.

Module 2: Contemporary Public Relations, 7,5 credits


An article compendium on public relation is added to the reading list [app. 200 pages].

Total number of pages for module 2: approx. 1245 pages.

Module 3: Introduction to Research Methods and Academic Writing, 15 credits

Björklund, Maria & Paulsson, Ulf Academic papers and theses: to write and present and to act as an opponent. Lund: Studentlitteratur. [ISBN 9789144093765, 152 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 for module 3: 2234.

Total number of pages for KOMC25: 4676.