



Literature for SKOP21, Strategic Communication: Public Relations applies from autumn semester 2019

Literature established by the board of the Department of Strategic communication on 2019-06-11 to apply from 2019-06-15

McNair, Brian (2017). *An Introduction to Political Communication*. 6th edition. New York: Routledge. [ISBN 978-0415596442, 251 pages] Available as e-book.

Gerbaudo, Paolo (2018). *The Digital Party: Political Organisation and Online Democracy*. London: Pluto Press. [9780745335797, 240 pages].

Meikle, Graham (2018). *The Routledge Companion to Media and Activism*. London, New York, etc.: Routledge. [ISBN 978-1315475059, 420 pages].

Strömbäck, Jesper & Kioussis Spiro (eds) (2011). *Political public relations. Principles and applications*. NY: Routledge. [ISBN 978-0415873819, 342 pages].

Bridgen, Elisabeth Vercic, Dejan (2017). *Experiencing Public Relations. International Voices*. Abington: Routledge. [ISBN 978-1138632448, 226 pages] Available as e-book.

An article compendium on public relations, political communication, digital media, strategic communication, and activism is added to the reading list (max 400 pages).

Total number of pages: max 1879.