

Literature for KOMC13, Strategic Communication: Public Relations and Social Media applies from semester autumn semester 2013

Literature established by the board of the Department of Strategic communication on 2013-05-16 to apply from 2013-09-02

Macnamara, Jim (2010). *The 21st century media (r)evolution: Emergent communication practices*. New York: Peter Lang [ISBN 9781433109362, 408 pages]

Nahai, Nathalie (2012). *Webs of influence: The psychology of online persuasion*. London: Pearson [ISBN 9780273772958, 288 pages]

Phillips, David & Young, Philip (2009). *Online public relations*. 2nd ed. London: Kogan Page. [ISBN 9780749449681, 270 pages]

Solis, Brian & Breakenridge, Deirdre (2009). *Putting the public back in public relations: How social media is reinventing the aging business of PR*. Upper Saddle River, N.J.: FT Press [ISBN 9780137150694, 352 pages]

Waddington, Stephen (2012). *Share this: The social media handbook for pr professionals*. London: Wiley. [ISBN 978118404843, 236 pages]

An article compendium on online public relations, corporate reputation and social media platforms is added to the literature (approx. 100 pages). In addition, the students are required to find literature adapted to central issues related to the action plan and the essay (no more than 200 pages). /

Ett artikelkompendium om online public relations, företagens rykte och sociala medieplattformar läggs till litteraturen (ca 100 sidor). Dessutom är studenterna skyldiga att hitta litteratur anpassad till centrala frågor som rör åtgärdsplanen och uppsatsen (högst 200 sidor).

Overall pages: approx. 1850 pages. / Totalt antal sidor är 1850.