



Literature for SKOB30, Strategic Communication: Public Relations - Theory and Practice applies from autumn semester 2015

Literature established by the board of the Department of Strategic communication on 2015-04-28 to apply from 2015-09-01

L'Etang, Jackie (2008). *Public relations: concepts, practice and critique*. London: SAGE Publications. [ISBN 9781412930475, 262 pages]

Lloyd, John & Toogood, Laura (2014). *Journalism and PR. News Media and Public Relations in the Digital Age*. I.B.Tauris. [ISBN 9781784530624, 127 pages]

Tench, Ralph & Yeomans, Liz (Eds.) (2014). *Exploring public relations*. (3. ed.). Chapter 1 - 13. Harlow: Pearson Education. [ISBN 9780273757771, 230 pages]

Theaker, Alison & Yaxley, Heather (2013). *The Public Relations Strategic Toolkit*. London: Routledge. [ISBN 9780415676472, 330 pages] e-book

An article compendium of approx. 200 pages of journal articles and papers issued by professional bodies analysing the practice of public relations will also be included.

Total number of pages approx. 1149 pages.