



Literature for SKOP10, Strategic Communication: Introduction to Strategic Communication applies from autumn semester 2016

**Literature established by the board of the Department of Strategic
communication on 2016-06-08 to apply from 2016-08-29**

Carey, James W. (2009). *Communication as culture: essays on media and society*. (Rev. ed.). New York: Routledge. Chapter 1 [ISBN 0415989760, 17 pages]

Cornelissen, Joep (2008). *Corporate communication: A guide to theory and practice*. London: SAGE [ISBN 9781847872456, 280 sidor]

Falkheimer, Jesper & Heide, Mats (2014). From Public Relations to Strategic Communication in Sweden: The Emergence of a transboundary field of knowledge. *Nordicom Review, Vol 35 (2): 123-138 [15 pages]*

Fougère, Martin & Moulettes, Agneta (2007). The Construction of the Modern West and the Backward Rest: Studying the Discourse of Hofstede's Culture's Consequences. *Journal of Multicultural Discourses, Vol 2 (1): 1-19. [19 pages]*

Hallahan, Kirk, Holtzhausen, Derina, van Ruler, Betteke, Vercic, Dejan & Sriramesh (2007). Defining strategic communication. *International Journal of Strategic Communication, Vol 1 (1) 1:3-35. [35 pages]*

Hofstede, Geert (1993). Cultural constraints in management theories. *Academy of management Executive, Vol 7 (1): 81-94 [13 pages]*

Ihlen, Øyvind and Verhoeven, Piet (2012) *A Public Relations Identity for the 2010s'. Public Relations Inquiry, Vol 1 (2): 159-176 [17 pages]*

Moulettes, Agneta (2007). The absence of women's voices in Hofstede's cultural consequences: a post colonial reading. *Women in Management Review, Vol 22 (6): 443-455 [12 pages]*

Sigrell, Anders (2011). "The ethical entailment of our language choice". In Grue, Jan & Kjeldsen, Jens E. (Eds.) *Scandinavian studies in rhetoric: Rhetorica Scandinavica*

1997-2010: 168-178. Ödåkra: Retorikförlaget [ISBN 978-91-86093-09-9, 10 pages]

Sigrell, Anders (2016). Rhetoric - the art of choosing language constructively.
unpublished manuscript [20 pages]

Varey, Richard. J. (2002). *Marketing communication: principles and practice*. Kapitel 1 – 10, 12 – 13, 17. London: Routledge. [ISBN 0-415-23039-X, 296 sidor]

Article compendium on intercultural communication (120 pages), and public relations (50 pages) is added to the list.

Completing the individual paper on the course, the student chooses approx. 60 pages of academic articles.

Totalt number of pages approx. 900.