



Literature for SKOB35, Strategic Communication: Introduction to Research Methods applies from autumn semester 2016

**Literature established by the board of the Department of Strategic
communication on 2016-03-15 to apply from 2016-08-29**

Bryman, Alan (2012). *Social research methods*. (4. ed.). chapter 1-8, 12-19, 23-29.
New York: Oxford University Press. [ISBN 9780199588053, 631 pages]

McKee, Alan (2003). *Textual analysis: A beginner's guide*. London: Sage. [ISBN
9780761949930, 160 pages]

Rose, Gillian (2001). *Visual methodologies: An introduction to the interpretation of
visual materials*. 1st ed. London: Sage Publications. [ISBN 9781412933339, 229
pages] E-book

In addition a set of articles is included in the course literature. The articles deal with
nethnography, 20 pages, online observations, 20 pages, intersectional research
methods (race, gender, age, class, sexuality), 20 pages.

Total number of pages: 1090