



Literature for SKPM12, Strategic Communication: Qualitative Methods applies from spring semester 2017

Literature established by the board of the Department of Strategic communication on 2016-11-29 to apply from 2016-12-01

Becker, Howard. S. (1998). *Tricks of the trade: how to think about your research while you're doing it*. Chicago: Univ. of Chicago Press. [ISBN 0-226-04123-9, 252 pages]

Brinkmann, Svend & Kvale, Steinar. (2015). *InterViews: learning the craft of qualitative research interviewing*. (3. ed.). Los Angeles: Sage Publications. [ISBN 9781452275727, 405 pages]

O'Reilly, Karen (2012). *Ethnographic methods*. 2. ed. London: Routledge [ISBN 0415561817, 255 pages] E-book

Prasad, Pushkala. (2005). *Crafting qualitative research: working in the post-positivist traditions*. Armonk N.Y.: M.E. Sharpe. [ISBN 0-7656-0789-1, 232 pages] E-book

A compendium of articles on alternative methods, application analysis and analyses will be added (approx 150 pages).

Total number of pages: 1300