



Literature for SKOC30, Strategic Communication: Contemporary Public Relations applies from autumn semester 2017

**Literature established by the board of the Department of Strategic
communication on 2017-06-08 to apply from 2017-06-19**

Chadwick, Andrew (2013). *The Hybrid Media System. Politics and Power*. Oxford: Oxford UP. [ISBN 978-0199759484, 256 pages]

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

Morris, Trevor. & Goldsworthy, Simon. (2012). *PR today: the authoritative guide to public relations*. Basingstoke: Palgrave Macmillan. [ISBN 9780230240094, 347 sidor]

Nothhaft, Camilla. (2017). Moments of lobbying: an ethnographic study of meetings between lobbyists and politicians. Diss. Örebro : Örebro universitet, 2017. Örebro. [ISBN 9789175291758, 165 sidor] Download at:
<http://urn.kb.se/resolve?urn=urn:nbn:se:oru:diva-54253>

Tench, Ralph., Vercic, Dejan., Zerfass, Ansgar., Moreno, Ángeles. & Verhoeven, Piet (2017). *Communication Excellence How to Develop, Manage and Lead Exceptional Communications*. E-book [ISBN 9783319488608, 215 pages]

Total number of pages: 1110