

**Literature for KOMC14, Strategic Communication: Public Relations and Strategic Communication in New Media - Perspectives, Practice and Methods applies from autumn semester 2017**

**Literature established by the board of the Department of Strategic communication on 2017-06-08 to apply from 2017-06-12**

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Module 1: Contemporary Public Relations, 7,5 credits

Chadwick, Andrew (2013). *The hybrid media system: Politics and power*. Oxford: Oxford UP. [ISBN 9780199759484, 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*. Örebro universitet, [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 for module 1: approx. 1110 pages.

Module 2: Strategic Communication and Digital Media - Culture and Society, 7,5 credits

Earl, Jennifer & Kimport, Katrina (2011). *Digitally enabled social change: Activism in the Internet age*. Cambridge, MA: MIT Press. [ISBN 9780262015103, 258 pages]

van Dijk, J. (2012). *The network society* London: Sage. [ISBN 9781446248966, 326 pages]

Rosa, Hartmut & Trejo-Mathys, Jonathan (2015). *Social acceleration*. New York, NY: Columbia University Press. [ISBN 9780231148351, 512 pages]

Articles on digital media and strategic communication (approx. 300 pages).

Total number of pages for module 2: approx. 1396

Module 3: Introduction to Research Methods and Academic Writing, 15 credits

Part 1: Philosophy of science and research methods

Berger, Arthur Asa (2016). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Thousand Oaks: Sage. [ISBN, 9781483377568, 417 pages]

Best, Joel (2012) *Damned lies and statistics: Untangling numbers from the media, politicians, and activists*. Berkeley, CA: University of California Press. [190 pages]  
Available as e-book.

Fay, Brian (1996). *Contemporary philosophy of social science: A multicultural approach*. Cambridge, MA: Blackwell. [ISBN 9781557865380, 288 sidor]

Pink, Sarah *Digital ethnography: principles and practice*. London: Sage. [ISBN 9781473902374, 202 pages]

Total number of pages part 1: 895

Part 2: Academic paper in strategic communication

Björklund, Maria & Paulsson, Ulf *Academic papers and theses: to write and present and to act as an opponent*. Lund: Studentlitteratur. [ISBN 9789144093765, 152 pages]

Hacker, Diana & Sommers, Nancy, Matthews, Rick & Carbajal Van Horn, Marcy (2013). *A pocket style manual*. Boston: Bedford/St. Martin's. [ISBN 9780312568498, 272 pages]

In addition articles are included in the course literature. The articles are used as examples of academic writing and to pinpoint certain aspects of the research process. In total about 150 pages

In addition to literature above the student is expected to independently search and use scientific literature comprising 750 pages related to the chosen subject of the academic paper. The choice of literature is discussed with the supervisor.

Total number of pages part 2: 874

Total number of pages for module 3: approx. 1769.

Total number of pages for KOMC14: approx. 4275