



Literature for SKOP14, Strategic Communication: Strategic Communication in Intercultural Contexts applies from autumn semester 2018

Literature established by the board of the Department of Strategic communication on 2018-06-14 to apply from 2018-06-15

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. (2017). *Corporate communication: a guide to theory and practice*. Thousand Oaks, CA: SAGE Publications Ltd [ISBN 9781473953703, 294 pages]

Falkheimer, Jesper & Heide, Mats (2018). *Strategic communication: an introduction*. Abingdon, Oxon: Routledge [ISBN: 978-1-138-65703-8, 159 pages]

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]

Graeme, Trayner (2017). Why values matter – how public relations professionals can draw on moral foundations theory. *Public Relations Review*, 43(1), 123-129. [5 pages]

Frandsen, Finn & Johansen, Winnie (2017). Strategic communication. In Craig R. Scott & Laurie K. Lewis (Eds.), *The international encyclopedia of organizational communication*. Malden, MA: Wiley-Blackwell.

Hallahan, Kirk, Holtzhausen, Derina, van Ruler, Betteke, Vercic, Dejan & Sriramesh (2007). Defining strategic communication. *International Journal of Strategic Communication*, 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]

Holtzhausen, Derina R., & Zerfass, Ansgar (2015). Strategic communication: Opportunities and challenges of the research area. In Derina R. Holtzhausen & Ansgar

Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 3–17). New York, NY: Routledge.

Ihlen, Øyvind, & Verhoeven, Piet. (2012). A public relations identity for the 2010s. *Public Relations Inquiry*, 1(2), 159-176. [18 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*, 22 (6): 443-455 [12 pages]

Nothhaft, Howard (2016). A framework for strategic communication research: A call for synthesis and consilience. *International Journal of Strategic Communication*, 10(2), 69-86. [17 pages]

Sigrell, Anders (2011). The ethical entailment of our language choice. In Jan Grue & Kjeldsen, Jens E. (Eds.) *Scandinavian studies in rhetoric: Rhetorica Scandinavica 1997-2010*: 168-178. Ödåkra: Retorikförlaget [ISBN 978-91-86093-09-9, 10 pages]

In addition articles on professional work roles, gender and contexts is added to the reading list (150 pages) as well as a few additional articles on strategic communication (60 pages).

Completing the project on the course, the student chooses approx. 150 pages from academic articles and reference books in the library.

Totalt number of pages approx. 900