



## **Literature for SKOC30, Strategic Communication: Contemporary Public Relations applies from autumn semester 2018**

**Literature established by the board of the Department of Strategic  
communication on 2018-05-08 to apply from 2018-05-11**

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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 pages]

Tench, Ralph & Yeomans, Liz. (2017). *Exploring public relations*. Harlow: Pearson [ISBN 9781292112183, 612 pages]

An article compendium on public relation is added to the reading list [app. 200 pages].

Total number of pages: 1281