



## **Literature for SKOP21, Strategic Communication: Public Relations applies from autumn semester 2018**

**Literature established by the board of the Department of Strategic communication on 2018-09-18 to apply from 2018-09-21**

---

McNair, Brian (2017). *An Introduction to Political Communication*. 6th edition. New York: Routledge. [ISBN 978-0415596442, 251 pages] Available as e-book.

Chadwick, Andrew (2013). *The Hybrid Media System*. Oxford: Oxford University Press. [ISBN 978-0190696733, 272 pages] Available as e-book.

Kreiss, Daniel (2016). *Prototype politics: Technology-Intensive Campaigning and the Data of Democracy*. Oxford: Oxford University Press. [ISBN 978-0199350254, 306 pages] Available as e-book

Strömbäck, Jesper & Kiousis Spiro (eds) (2011). *Political public relations. Principles and applications*. NY: Routledge. [ISBN 978-0415873819, 342 pages]

Bridgen, Elisabeth Vercic, Dejan (2017). *Experiencing Public Relations. International Voices*. Abington: Routledge. [ISBN 978-1138632448, 226 pages] Available as e-book