



Literature for KOMC25, Strategic Communication: Strategic Communication and PR in Digital Media: Theories, Practices, and Methods applies from autumn semester 2018

Literature established by the board of the Department of Strategic communication on 2018-11-07 to apply from 2018-11-07

Module 1: Strategic Communication and Digital Media - Culture and Society, 7,5 credits

Coombs, Timothy, Falkheimer, Jesper, Heide, Mats, Young, Philip (2015). *Strategic communication, social media and democracy*. New York: Routledge. [ISBN 9781317554912, 188 pages] Available as e-book.

Henry Jenkins, Shresthova, Sangita, Gamber-Thompson, Liana, Kligler-Vilenchik, Neta & Zimmerman, Arely M. (2016). *By any media necessary: The new youth activism*. New York: New York University Press. [ISBN 978-1-4798-9998-2, 347 pages] Available as e-book.

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

An article compendium on convergence culture, digital media and strategic communication is added to the reading list [150 pages].

Total number of pages for module 1: 1197.

Module 2: Contemporary Public Relations, 7,5 credits

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] Available as e-book.

Morris, Trevor. & Goldsworthy, Simon. (2015). *PR today: the authoritative guide to public relations*. Basingstoke: Palgrave Macmillan. [ISBN 9781137495686, 304 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 for module 2: approx. 1245 pages.

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

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

Boyle, Michael P. & Schmierbach, Mike (2015). *Applied communication research methods: getting started as a researcher*. New York, NY: Routledge. [ISBN 9781315718644, 424 pages] Available as e-book.

Flick, Uwe (2018). *The sage handbook of qualitative data collection*. London: SAGE. Selected chapters [ISBN 9781526416070, 250 pages] Available in the database The SAGE Handbook of Qualitative Data Collection <http://dx.doi.org/10.4135/9781526416070>

Rose, Gillian (2016). *Visual methodologies: an introduction to researching with visual materials*. 4th edition London: SAGE. [ISBN 978-1-4739-4890-7, pages 432]

Silverman, David (2017). *Doing qualitative research*. Fifth edition. Los Angeles: SAGE. Selected pages [ISBN 978-1-4739-6698-7, 400]

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 300 pages related to the chosen subject of the academic paper. The choice of literature is discussed with the supervisor.

Total number of pages for module 3: 2108.

Total number of pages for KOMC24: 4550.