



Literature for KOMC27, Strategic Communication: Strategic Communication and Public Relations in Digital Media applies from autumn semester 2020

Literature established by the board of the Department of Strategic communication on 2019-12-03 to apply from 2019-12-13

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.

Total number of pages: ca 2450.