



Literature for SKOC39, Strategic Communication: Introduction to Research Methods and Academic Writing applies from autumn semester 2020

**Literature established by the board of the Department of Strategic
communication on 2020-06-10 to apply from 2020-06-11**

Björklund, Maria & Paulsson, Ulf (2014). *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 (2019). *Applied communication research methods: getting started as a researcher (2nd ed)*. New York, NY: Routledge. [ISBN 9780367178727, 350 pages] Available as e-book.

Flick, Uwe (2014). *The SAGE handbook of qualitative data analysis*. London: SAGE. [ISBN 9781446282243, selected chapters, 250 pages] Available as e-book.

Flick, Uwe (2018). *The SAGE handbook of qualitative data collection*. London: SAGE. [ISBN 9781526416070, selected chapters, 250 pages] Available as e-book.

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

Silverman, David (2017). *Doing qualitative research..* Los Angeles: SAGE. [ISBN 978-1-4739-6698-7, selected pages 350].

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: 2234.

