

Literature for SKOP14, Strategic Communication: Strategic Communication in Intercultural Contexts applies from autumn semester 2021

Literature established by the board of the Department of Strategic communication on 2021-06-14 to apply from 2021-06-17

Carey, James W. (2009). *Communication as culture: essays on media and society*. (Rev. ed.). New York: Routledge. Chapter 1 [ISBN 0415989760, 17 pages]

Falkheimer, Jesper & Heide, Mats (2018). *Strategic communication: an introduction*. Abingdon, Oxon: Routledge [ISBN: 9781315621555, 174 pages]. Available as e-book.

Frandsen, Finn & Johansen, Winnie (2017). Strategic communication. In Craig R. Scott & Laurie K. Lewis (Eds.), *The international encyclopedia of organizational communication*. Malden, MA: Wiley-Blackwell. [ISBN 9781118955604, 10 pages]

Holtzhausen, Derina R., & Zerfass, Ansgar (2015). Strategic communication: Opportunities and challenges of the research area. In Derina R. Holtzhausen & Ansgar Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 3–17). New York, NY: Routledge. [ISBN: 9781136207129, 15 pages]

Hua, Z. (2019). *Exploring Intercultural Communication: Language in Action*. 2nd Edition. London: Routledge. [ISBN 9781315159010, 285 pages]. Available as e-book.

Sigrell, A. (2011). The ethical entailment of our language choice. In Grue, J. & Kjeldsen, J. E. (Eds.) *Scandinavian studies in rhetoric: Rhetorica Scandinavica 1997-2010*: 168-178. Ödåkra: Retorikförlaget [ISBN 9789186093099, 10 pages]

In addition articles on professional work roles, theory, contexts and intercultural communication are added to the reading list (150 pages), as well as additional articles on strategic communication (150 pages).

Completing the project on the course, the student chooses approx. 150 pages from academic articles and reference books in the library.

Totalt number of pages approx. 960