



**Literature for SKOB14, Strategic Communication:
Introduction to Strategic Communication in Theory and
Practice applies from autumn semester 2021**
Literature established by the board of the Department of Strategic
communication on 2021-03-02 to apply from 2021-03-16

Bernays, Edward (1928/2005). *Propaganda*. Brooklyn, N.Y.: Ig Publishing. [ISBN 9780970312594, 178 sidor].

Craig, Robert & Muller, Heidi L. (red.) (2007). *Theorizing communication: Readings across traditions*. Sid ix- xviii, 313–338. London: Sage. [ISBN 9781412952378, 35 sidor].

Falkheimer, Jesper & Heide, Mats (2018). *Strategic Communication: An introduction*. London: Routledge. [ISBN 9781138657038, 160 sidor].

Fiske, John, (2011). *Introduction to communication studies*. (3:e uppl.) Kapitel 1&2. London: Routledge [ISBN 9780415596480, 40 sidor].

Griffin, Emory A. (2019). *A first look at communication theory*. (10:e uppl.) Kapitel 1-4, 8-9, 15-16. New York, NY: McGraw-Hill Education [ISBN 9781260132434, 84 sidor].

Jansson, Andre', (2009) *Kommunikation*. (1. uppl.) Malmö: Liber [ISBN: 9789147088973, 109 sidor].

Lindstedt, Inger (2015). *Talarens hantverk: att göra framgångsrika presentationer*. (1. uppl.) Lund: Studentlitteratur. [ISBN 9789144096667, 220 sidor].

Wilhelmsson, Elisabeth (2007). *Studiepraktikan: Om att läsa och skriva i högre utbildningar*. Stockholm: Liber. [ISBN 9789147081004, 64 sidor].

Artiklar om cirka 150 sidor tillkommer som behandlar yrkesroller, strategisk kommunikation och vetenskapsfilosofi.

Total antal sidor: 1040.

