



Literature for SKPM30, Strategic Communication: Qualitative Methods applies from spring semester 2022

Literature established by the board of the Department of Strategic communication on 2021-11-23 to apply from 2021-11-24

Alvesson, Mats & Sandberg, Jörgen (2013). *Constructing research questions: Doing interesting research*. London: Sage [ISBN 9781446255933, 138 pages] E-book

Brinkmann, Svend & Kvale, Steinar (2015). *InterViews: Learning the craft of qualitative research interviewing*. Los Angeles: Sage Publications. [ISBN 9781452275727, 405 pages]

Prasad, Pushkala. (2017). *Crafting qualitative research: Beyond the post-positivist traditions*. Armonk N.Y.: M.E. Sharpe. [ISBN 9780765641595, 250 pages] E-book

A compendium of articles on alternative methods, application analysis and analyses will be added (approx 200 pages).

During the exam, the student chooses academic literature on qualitative research methods of his/her own choice [approx 100 pages].

Total number of pages: ca 1100