



Literature for SKOP12, Strategic Communication: Strategic Communication in Intercultural Contexts applies from the autumn semester 2026

Literature established by Board of the Department of Communication on 2026-06-16 to apply from 2026-06-30

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

Falkheimer, J. & Heide, Mats, (2023). *Strategic communication: an introduction to theory and global practice*. (Second edition). Abingdon, Oxon: Routledge. [ISBN 9780367769291, 268 pages].

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.

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.

Total number of pages approx. 1060