

Book List - MA Strategic Communication
Department of Communication
Faculty of Journalism, Media and Communication

Communication Theory

- Berlo, D. K. (1960). *The Process of Communication: An Introduction to Theory and Practice*. New York: Holt, Rinehart and Winston
- Botan, H. C. (2017). *Strategic Communication Theory and Practice: The Cocreational Model*. Hoboken, NJ: Wiley-Blackwell
- Griffin, E. M., Ledbetter, A. and Sparks, G. (either 9th or 10th ed). *A first look at Communication Theory*. New York: McGraw-Hill.
- Craig. R. T. and Muller, H. L. (2007). *Theorizing communication: Readings across traditions*. California: Sage Publications.
- Jansen, S. C. (2002). *Critical communication theory: Power, media, gender and technology*. Lanham, MD: Rowman & Littlefield

International communication

- Boyd-Barrett, O. (2016). *Media Imperialism*. Sage.
- Boyd-Barrett, O. and Rantanen, T. (1998). *The Globalization of News*. Sage.
- McPhail, T. L. (2010). *Global Communication: Theories, Stakeholders, and Trends* (3rd ed.). Malden, MA: Blackwell Publishing.
- Frau-Meigs, D., Pohle, J. and Tupper, P. (2012). *From NWICO to WSIS: 30 Years of Communication Geopolitics-Actors and Flows, Structures and Divides*. Intellect Books.
- Wa Thiong'o, N. (1994). *Decolonising the mind: The politics of language in African literature*. East African Publishers.
- Hachten, W. A., & Scotton, J. F. (2007). *The World News Prism: Global Information in a Satellite Age* (7th ed.). Malden, MA: Blackwell Publishing.

Mody, B. (2003). *International and development communication: A 21st-century perspective*. Sage Publications.

Wilkin, P. (2001). *The political economy of global communication: An introduction*. Pluto Press.

Research Methods

Earl, R.B. (2015). *The Practice of Social Research* (14th ed.). Cengage Learning.

Dillman, A. D., Smith, D. J., and Christian, M. R. (2009). *Internet, Mail and Mixed Mode Surveys: The Tailored Design Method*

Jensen, K.B. (2012). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). London: Routledge.

Keyton, J. (2015). *Communication Research: Asking questions, finding answers*. New York; McGraw-Hill Higher Education

Löffelholz, M. (2008). *Global journalism research. Theories, methods, findings, future*. London: Blackwell

Murphy, P.D. and Marwan, K. (2003). *Global media studies: Ethnographic perspectives*. London: Routledge

Charmaz, K. (2014). *Constructing Grounded Theory (Introducing Qualitative Methods Series)*. SAGE Publications

Holstein & J. F. Gubrium (eds), *Handbook of Constructionist Research* (397-412). New York: The Guilford Press

Heyvaert, M., Hannes, K. and Onghena, P. (2017). *Using mixed methods research synthesis for literature reviews. SAGE Mixed Methods Research Series*.

Thousand Oaks, CA: SAGE

Development Communication

Castells, M. (2011) *Communication Power*. Oxford: Oxford University Press.

Dutta, Mohan J. (2011). *Communicating social change: Structure, culture and agency*. New York: Routledge

Melkote, R. S. (2015). *Communication for development: Theory and Practice for empowerment and social justice*. SAGE: India

- Quarry, W. and Ricardo R. (2009). *Communication for another development: Listening before telling*. London
- Sinha, D. (2013). *Development Communication: Context for the twenty-first century*. Orient Blackswan Private Limited. New Delhi.
- Tufte, T. and Hermer, O. (2005). *Media and glocal change: Rethinking communication for development*. Buenos Aires
- Tomaselli, K. & Chasi, C. (2011) *Development and Public Health Communication*. South Africa: Pearson.
- Wilkins, G. K., Tufte, T. and Obregon, R. (2014). *The Handbook of Development Communication and Social Change*. Wiley-Blackwell.

Organisational Communication

- Cornelissen, J. (2017). *Corporate Communication: A Guide to Theory and Practice* (5th edition). Sage Publications.
- Keyton, J. (2010). *Communication and Organisational Communication: A key to understanding Work Experiences*. SAGE Publications
- Van Riel, C.B.M. and Fombrun, J. C. (2007). *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*. London and New York: Routledge.
- Tench, R. and Yeomans, L. (2017). *Exploring Public Relations: Global Strategic Communication* (4th edition). Pearson.
- Jablin, M. F. and Putnam, L.L. (2004). *The New Handbook on Organizational Communication: Advances in Theory, Research and Methods*. Sage Publications

Health Communication

- Berry, D. (2007). *Health Communication: Theory and Practice*. Open University Press: England.
- DuPre, A. (2009). *Communicating about Health: Current issues and perspectives* (3rd ed.). New York: McGraw-Hill.
- Dutta, M.J and Kreps, G. L. (2014). *Reducing Health disparities: Communication interventions*. New York: Peter Lang

Kreps, L. G. (2017). *Health Communication: Strategies for developing global health programs*

Parker, C. J. (2017). *Health Communication in New Media landscape*

Parvanta, C.F., Nelson, D.E., Harner, N. Richard. (2017). *Public Health Communication: Critical tools and Strategies*. Jones and Bartlett Learning.

Parvanta, C.F., Nelson, D.E., Parvanta, S.A and Harner, R.N. (2011). *Essentials of Public Health Communication*. Sudbury, MA: Jones and Barlett Learning.

Rice, R. and Katz, J. (2000). *The Internet and Health Communication: Experiences and Expectations*. A Thousand Oaks: Sage.

Robinson, M. (2002). *Communication and health in multi-ethnic society*. Policy Press. England.

Siegel, Micheal (2006). *Marketing Public Health: Strategies to Promote Social Change*. Jones and Bartlett Publishers

Crisis/humanitarian communication

Barnett, M. and Weiss T. (2008). *Humanitarianism in question. Politics, power and ethics*. NY: Cornell University Press.

Bennett, P., Calman, K., Curtis, S. and Fischbacher, D. (2010). *Risk Communication and Public Health*. Oxford University Press.

Bolstansky, L. (1999). *Distant suffering: morality, politics and the media*. CUP.

Chouliaraki L. and Musaro, P. (2017). *The Mediatized Border: Technologies and Effects of Migrant Reception in the Greek and Italian Borders. Feminist media studies*.

Chouliaraki, L. (2013). *The Ironic Spectator. Solidarity in the Age of Post-humanitarianism*. Cambridge: polity press

Lundgren, E. R. (2017). *Risk Communication: A handbook for communicating environmental, safety and health risks*.

Musaro, P. (2011). *Living in Emergency: Humanitarian Images and the Inequality of lives*. *On-line Sociological Review*, 2.

Sellnow, L.T. and Seeger, W.M. (2013). *Theorising crisis communication*. John Wiley & Sons.

Reputation and Brand Management

Aronczyk, M. and Powers, D. (2010). *Blowing up the Brand: Critical Perspectives on Promotional Culture*. Oxford: Peter Lang Inc., International Academic Publishers.

Dooley, J. and Garcia, F. *Reputation Management: The Key to Successful Public Relations and Corporate Communication* (3rd ed). Routledge.

Fombrun, C and Van Riel, B.M.C. (2004). *Fame and Fortune: How Successful Companies Build Winning Reputations*. New York: Prentice Hall.

Keller, K.L. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New York: Pearson.

Ries, A., Trout, J. and Kotler, P. (2001). *Positioning: The Battle for your Mind*. New York, NY: McGraw-Hill Education.

Ries, L. and Ries, A. (1998). *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*. New York, NY: Harper Business.

Sellnow, L.T. and Seeger, W.M. (2013). *Theorising crisis communication*. Hoboken, NJ: John Wiley & Sons.

Sharp, B. (2010). *How Brands Grow: What Marketers Don't Know*. Oxford: Oxford University Press.

Yohn, L. D. (2013). *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest*. Jossey-Bass.

Strategic communication

Burcher, N. (2012). *Paid, Owned, Earned: Maximising Marketing Returns in a Social Connected World*. London: Kogan Page

Scott, D.M. (2013). *The New Rules of Marketing and PR: How to use Social Media, Online Video, mobile applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly*. Hoboken, NJ: Jon Wiley.

Oyvind, I., Betteke, V. R. and Magnus, F. (2009). *Public Relations and Social Theory, Key Figures and Concepts*. (ed). New York/London: Routledge

- Wilson, R. L and Ogden, O. J. (2016). *Strategic Communication: Planning for Public Relations and Marketing*. Kendall Hunt Publishing.
- Nobel, P. (200). *Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation*. Kogan Press Publishing.
- Freberg, K. (2018). *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. SAGE Publications, Inc
- Page, T. J. and Parnell, J. L. (2018). *Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication*. SAGE Publications Inc
- Price, E. M. (2014). *Free Expression, Globalism, and the New Strategic Communication*. Cambridge University Press
- McArthur, A. J. (2014). *Planning for Strategic Communication: A workbook for applying social theory to Professional Practice*

Knowledge management

- Dalkir, K. (2017). *Knowledge Management in Theory and Practice*. Burlington, MA: MIT Press
- Jashopara, A. (2011). *Knowledge Management: An Integrated Approach*. 2nd Ed. Prentice Hall. ISBN 978-0-273-72685-2.
- Rhem, J. A. (2016). *Knowledge Management in Practice*. Auerbach Publications
- Weber, C. (2002). *Quantifying the value of ownership of yield analysis technologies*. MIT Sloan School of Management

Persuasion and advocacy

- Burg, B. (2011). *The Art of Persuasion: Winning Without Intimidation*. Shippensburg: PA: Sound Wisdom
- Burg, B. (1998). *Winning Without Intimidation: Mastering the Art of Positive Persuasion*. Mechanicsburg: PA: Executive Books
- Cialdini, B. R. (2006). *Influence: The Psychology of persuasion*. New York, NY: Harper Business

- Erickson, J. (2005). *The Art of Persuasion: How to Influence People and Get What you Want*. London: Hodder and Stoughton
- Farwell, P. J. (2012). *Persuasion and Power: The Art of Strategic Communication*. Washington D.C, WA D.C: Georgetown University Press
- Heinrich, J. (2018). *How to Argue with a Cat: A Human's Guide to the Art of Persuasion*. London: Penguin Publishers
- Hampel, G. (2008). *Advocacy Manual: The Complete Guide to Persuasive Advocacy*. Australian Advocacy Institute
- Simons, W. H. and Jean, J. (2011). *Persuasion in Society* (2nd ed.). New York: Routledge
- Thomas A.H. and Baaske, T.K. (2005). *Arguments and arguing: The Products and Process of Human Decision Making*. Waveland Press
- Whitefield, A. (2015). *The Art of Persuasion: Tradition and Technique*. The Honourable Society of the Middle Temple