

## Literature list MX0140, Communication Theory and Strategy

The main course book is:

**Craig, R. T. & Muller, H. L. 2007. *Theorizing Communication: Readings Across Traditions*. Sage Publications.**

*Buy this book or borrow at the library. We will use it a lot throughout the course. Last year the students also had this book, so they might be willing to sell a used copy. All articles and chapters listed below will be available via Canvas or the link provided in this list. You may also find them via the SLU library.*

### Communication Theory:

Alvesson, M., & Sköldbberg, K. (2009). *Reflexive methodology : new vistas for qualitative research* (2nd ed., Chapters 1, 8, 9). Sage Publications.

Echtner, C. M. (1999). The semiotic paradigm: implications for tourism research. *Tourism Management* 20(1), 47-57.

Eldén, S. (2012) 'Scripts for the 'good couple': Individualization and the reproduction of gender inequality', *Acta Sociologica*, 55(1), pp. 3–18.

Foust, C.R. & Murphy, W.O.S. (2009). Revealing and Reframing Apocalyptic Tragedy in Global Warming Discourse, *Environmental Communication*, 3(2), 151-167.

Giglietto, F., Iannelli, L., Valeriani, A., & Rossi, L. (2019). 'Fake news' is the invention of a liar: How false information circulates within the hybrid news system. *Current Sociology*, 67(4), 625–642.

Hunzaker, M. B. F. (2014) 'Making Sense of Misfortune: Cultural Schemas, Victim Redefinition, and the Perpetuation of Stereotypes', *Social Psychology Quarterly*, 77(2), pp. 166–184.

Kings, D. & Ilbery, B. (2014). The lifeworlds of organic and conventional farmers in central-southern England: A phenomenological enquiry. *Sociologia Ruralis*, 55(1), 62-84.

Rogers, R.A. (2008). Beasts, Burgers, and Hummers: Meat and the Crisis of Masculinity in Contemporary Television Advertisements, *Environmental Communication*, 2(3), 281-301.

### Communication Strategy:

Bennett, G. & Jessani, N. 2011. *Designing a communication strategy*. Chapter 6. In The RM Knowledge Translation Toolkit: A Resource for Researchers. Publishers IDRC, SDCauthors. Available at: <http://www.idrc.ca>, also on Fronter.

Cox, J. R. & Pezzullo, P. C. 2016. *Environmental Communication and the public sphere*. Sage publications. Ch 8: Advocacy Campaigns and Message Construction.

Cox, J. R. & Pezzullo, P. C. 2016. *Environmental Communication and the public sphere*. Sage publications. Ch 9: Digital Media and Environmental Activism.

Cox, J. R. 2010. Beyond frames: Recovering the strategic in climate communication. *Environmental Communication*, 4(1), 122-133.

Crompton, T. & Thøgersen, J. 2009. Simple & painless. The limitations of spillover in environmental campaigning. WWF-UK's Strategies for Change Project. Available at: [http://assets.wwf.org.uk/downloads/simple\\_painless\\_report.pdf](http://assets.wwf.org.uk/downloads/simple_painless_report.pdf)

GTZ Rioplus. 2006. Strategic Communication for Sustainable Development: A conceptual overview. Bonn: GTZ. Environmental Policy and Promotion of Strategies for Sustainable Development.

- Ham, S. 2013. *Interpretation: Making a Difference on Purpose*. Fulcrum Publishing. Chapters 1, 2, 5, 9, 10.
- Jurin, R.R., Roush, D., Danter, J. 2010. Environmental communication. Skills and principles for Natural Resource Managers, Scientists, and Engineers. Dordrecht: Springer, chapters 5, 6, 7, pp 75-122.
- McKenzie-Mohr, D. 2000. Promoting sustainable behavior: An introduction to community-based social marketing. *Journal of social issues*, 56(3), 543-554.
- McKenzie-Mohr, D. 2009. *Fostering Sustainable Behaviour*. The entire book can be found at: <http://www.cbsm.com>

**Further Reading:**

- Fredriksson, M. & Pallas, J. 2016. Diverging Principles for Strategic Communication in Government Agencies, *International Journal of Strategic Communication*, 10(3), 153-164.
- Hallgren, L. 2019. The strategic Nature Interpreter & Planning for peoples shared creation of meaning. In Sandberg, E. et al. (Eds.) 2019, *Naturvägledning i Norden: En bok om upplevelser, lärande, reflektion och delaktighet i mötet mellan natur och människa*. Nordic Council of Ministers. pp. 222-241 (Ch.4). The entire book is available for download from: <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A1426533&dswid=-2542>
- Macnamara, J. 2018. A Review of New Evaluation Models for Strategic Communication: Progress and Gaps, *International Journal of Strategic Communication*, 12(2), 180-195.
- Tyson, B., & Unson, C. 2006. Environmental communication strategies: when is what appropriate?. *Management of Natural Resources, Sustainable Development and Ecological Hazards*, 99, 83.
- Van Ruler, B. 2018. Communication theory: An underrated pillar on which strategic communication rests. *International Journal of Strategic Communication*, 12(4), 367-381.
- Zerfass, A., Verčič, D., Nothhaft, H. & Werder, K.P. 2018. Strategic Communication: Defining the Field and its Contribution to Research and Practice, *International Journal of Strategic Communication*, 12(4), 487-505.