

Reading List MX0154: Communication Theory and Strategy

Preliminary reading list for *MX0154: Communication Theory and Strategy*. A final reading list will be provided at the course start; all readings will be made available on Canvas.

Supplementary readings for eager readers are marked with a preceding star and shaded in grey, all other readings are highly recommended.

CW1: Introduction to Communication Theory

Hahn, L. K., & Paynton, S. T. (n.d.). Communication theory. In *Survey of communication study*.

Wikibooks. https://en.wikibooks.org/wiki/Survey_of_Communication_Study/Chapter_5_-_Communication_Theory

Organizational Communication Channel. (2017). *Communication Models*. YouTube.

<https://www.youtube.com/watch?v=O-O-fv5qT-0>

Craig, R. T. (2005). How we talk about how we talk: Communication theory in the public interest. *Journal of communication*, 55(4), 659–667.

* Craig, R. T. (2013). Communication theory and social change. *Communication & Social Change*, 1(1), 5–18.

CW2: Transmission and Transaction Models

Foust, C. R., & Murphy, W. O. S. (2009). Revealing and reframing apocalyptic tragedy in global warming discourse. *Environmental Communication*, 3(2), 151–167.

Godemann, J. (2021). Communicating sustainability. Some thoughts and recommendations for enhancing sustainability communication. In F. Weder, L. Krainer, & M. Karmasin (Eds.), *The Sustainability Communication Reader*. Springer.

Jurin, R. R., Roush, D., & Danter, J. (2010). Planning Environmental Communication. In *Environmental communication. Skills and principles for Natural Resource Managers, Scientists, and Engineers* (pp. 75–82). Springer.

Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of Environmental Psychology*, 29(3), 309–317.

Tyson, B., & Unson, C. (2006). Environmental communication strategies: When is what appropriate? *Management of Natural Resources, Sustainable Development and Ecological Hazards*, 99, 83.

Werder, K. P. (2014). A theoretical framework for strategic communication messaging. In *The Routledge handbook of strategic communication* (pp. 293–308).

- * Liang, Y., Kee, K. F., & Henderson, L. K. (2018). Towards an integrated model of strategic environmental communication: Advancing theories of reactance and planned behavior in a water conservation context. *Journal of Applied Communication Research*, 46(2), 135–154.
- * Taylor, R. E. (1999). A six-segment message strategy wheel. *Journal of Advertising Research*, 39(6), 7–7.
- * Steg, L., Bolderdijk, J. W., Keizer, K., & Perlaviciute, G. (2014). An integrated framework for encouraging pro-environmental behaviour: The role of values, situational factors and goals. *Journal of Environmental Psychology*, 38, 104–115.

CW3: Communication as Constitutive to Society

Fredriksson, M., & Pallas, J. (2014). Strategic communication as institutional work. In D. Holtzhausen & A. Zerfass (Eds.), *The routledge handbook of strategic communication* (pp. 167–180). Routledge.

Humă, B., Stokoe, E., & Sikveland, R. O. (2020). Putting persuasion (back) in its interactional context. *Qualitative Research in Psychology*, 17(3), 357–371.

Mead, G. H. (1934). In C. W. Morris (Ed.), *Mind, self, and society: From the standpoint of a social behaviorist* (pp. 253–260, 325–328). University of Chicago Press.

Ockwell, D., Whitmarsh, L., & O'Neill, S. (2009). Reorienting climate change communication for effective mitigation: Forcing people to be green or fostering grass-roots engagement? *Science Communication*, 30(3), 305–327.

Paerregaard, K. (2020). Communicating the inevitable: Climate awareness, climate discord, and climate research in Peru's highland communities. *Environmental Communication*, 14(1), 112–125.

Shove, E. (2010). Beyond the ABC: climate change policy and theories of social change. *Environment and Planning A*, 42(6), 1273–1285.

Stokes, A. Q. (2005). Metabolife's meaning: A call for the constitutive study of public relations. *Public Relations Review*, 31(4), 556–565.

- * Hallgren, L. (2019). The strategic Nature Interpreter & Planning for peoples shared creation of meaning. In E. Sandberg (Ed.), *Naturvägledning i Norden: En bok om upplevelser, lärande, reflektion och delaktighet i mötet mellan natur och människa* (pp. 222–241). Nordic Council of Ministers. <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A1426533&dswid=-2542>
- * Machin, D., & Cobley, P. (2020). Ethical food packaging and designed encounters with distant and exotic others. *Semiotica*, 2020(232), 251–271.
- * Schoeneborn, D., & Trittin, H. (2013). Transcending transmission: Towards a constitutive perspective on CSR communication. *Corporate communications: An international journal*, 18(2), 192–211.

CW4: Critiquing Communication

- Habermas, J. (2001). Truth and society: The discursive redemption of factual claims to validity. In B. Fultner (Trans.), *On the pragmatics of social interaction: Preliminary studies in the theory of communicative action* (pp. 85–103, 86 3 89 7). MIT Press.
- 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.
- Harsin, J. (2018). Post-truth and critical communication studies. In *Oxford research encyclopedia of communication*.
- Luhmann, N. (1992). What is communication? *Communication Theory*, 2(3), 251–259.
- Nothhaft, H., & Wehmeier, S. (2007). Coping with complexity: Sociocybernetics as a framework for communication management. *International Journal of Strategic Communication*, 1(3), 151–168.
- Toledano, M. (2018). Dialogue, strategic communication, and ethical public relations: Lessons from Martin Buber’s political activism. *Public Relations Review*, 44(1), 131–141.
- * Deetz, S. A. (1992). Democracy in an age of corporate colonization: Developments in communication and the politics of everyday life (pp. 173–198). SUNY Press.
 - * Foss, S. K., & Griffin, C. L. (1995). Beyond persuasion: A proposal for an invitational rhetoric. *Communications Monographs*, 62(1), 2–18.
 - * Seamon, D. (1982). The phenomenological contribution to environmental psychology. *Journal of Environmental Psychology*, 2(2), 119–140.

CW5: Metatheory

Craig, R. T. (1999). Communication theory as a field. *Communication Theory*, 9(2), 119–161.

Craig, R. T. (2019). Models of communication in and as metadiscourse. In M. Bergman, K. Kirtiklis, & J. Siebers (Eds.), *Models of communication* (pp. 11–33). Routledge.

CW6: Connect Theory and Practice

Barge, J. K., & Craig, R. T. (2009). Practical theory in applied communication scholarship. In L. R. Frey & K. N. Cissna (Eds.), *Routledge handbook of applied communication research* (pp. 95–118). Routledge.

Hallgren, L., & Rödl, M. (2022). Beyond information transmission and persuasion: Models of communication and change in environmental policy practitioners' reflection-on-action. *Aimed at Journal of Environmental Planning and Management*.

CW7: Strategy in Depth

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

Fredriksson, M., & Pallas, J. (2016). Diverging principles for strategic communication in government agencies. *International Journal of Strategic Communication*, 10(3), 153–164.

G.T.Z. Rioplus. (2006). Strategic communication for sustainable development: A conceptual overview (pp. 2–4, 14–47). GTZ.

Koskela, M. (2013). Same, same, but different: Intertextual and interdiscursive features of communication strategy texts. *Discourse & Communication*, 7(4), 389–407.

Macnamara, J. (2018). A review of new evaluation models for strategic communication: Progress and gaps. *International Journal of Strategic Communication*, 12(2), 180–195.

* Cox, R., & Pezzullo, P. C. (2016). Advocacy campaigns. In *Environmental Communication & the Public Sphere* (pp. 177–206).