



Faculty of Arts and Social Sciences  
Political Science

## Course Reading

### Strategic communication

Valid from 08/31/2026

**Course Code:** SVAP35

**Course Title:** Strategic communication

**Credits:** 7.5

**Degree Level:** Master's level

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#### Books

Falkheimer, J., & Heide, M (2018). *Strategic communication: An introduction*. Routledge  
<https://www.taylorfrancis.com/books/mono/10.4324/9781315621555/strategic-communication-jesper-falkheimer-mats-heide>

#### Book Chapter

Spencer, A. (2016). Narrative analysis as an approach in IR. In Manchester University Press. (Editor). *Romantic narratives in international politics* () <https://www.jstor.org/stable/j.ctv18b5gp3>

#### Articles

Baumann, Mario. 'Propaganda Fights? and ?Disinformation Campaigns?: The Discourse on Information Warfare in Russia-West Relations. *Contemporary Politics*, 26 (3), p. 288-307.  
<https://www.tandfonline.com/doi/full/10.1080/13569775.2020.1728612>

Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate reputation review*, 10 (3), p. 163-176.  
<https://link.springer.com/article/10.1057/palgrave.crr.1550049>

Hallahan, K., Holtzhausen, D., Van Ruler, B., Ver?i?, D., & Sriramesh, K. (2007). Defining strategic communication. *International journal of strategic communication*, 1 (1), p. 3-35.  
[https://www.researchgate.net/publication/241730557\\_Defining\\_Strategic\\_Communication](https://www.researchgate.net/publication/241730557_Defining_Strategic_Communication)

Pflegler, Axel (2022). A call to arms: Hero?villain narratives in US security discourse. *Security Dialogue*, 53 (4), p. 324-341. <https://journals.sagepub.com/doi/10.1177/09670106211005897>

Pflegler, Axel (2025). Strategic communication theory: a systematic overview. p. 1-18.  
<https://academic.oup.com/anncom/advance-article/doi/10.1093/anncom/wlaf025/8371958>

Zerfass, A., Ver?i?, D., Nothhaft, H., & Werder, K. P. (2020). Strategic communication: Defining the field and its contribution to research and practice. *Future directions of strategic communication* , p. 159-177.  
<https://www.lu.se/lup/publication/a831c15d-244c-41ad-9790-c5e565d326ad>

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Approved by the Faculty Board of Arts and Social Sciences 03/12/2026