



MA in COMMUNICATION
TEXTBOOKS FOR FALL TERM 2011-12

Course Rubric	Course description	Textbook	Author(s)	Edition	Publisher/ISBN
CN 6001	PUBLIC RELATIONS STRATEGY	STRATEGIC PLANNING FOR PR	RONALD D. SMITH	2009	ROUTLEDGE, ISBN-13: 0-203-89118-6
		STRATEGIC PLANNING FOR PUBLIC RELATIONS	RONALD D. SMITH	2009	Taylor & Frances / 9780415994224
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	TRAVEL AND TOURISM PUBLIC RELATIONS AN INTRODUCTORY GUIDE FOR HOSPITALITY MANAGERS	DEUSCHL DENNIS	2006	ELSEVIER BUTTERWORTH - HEINEMANN, ISBN-13: 978-0-7506-7911-4 / ISBN-10: 0-7506-7911-5
CN 6005	NEGOTIATION AND CONFLICT RESOLUTION	ESSENTIALS OF NEGOTIATION	LEWICKI/SAUNDERS/MINTON/BARRY	5th edition	McGraw-Hill / 9780071267731
		NEGOTIATION: READINGS, EXERCISES AND CASES	LEWICKI/SAUNDERS/BARRY	6th edition	McGraw-Hill / 9780071267748
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	RESEARCHING COMMUNICATIONS: A PRACTICAL GUIDE TO METHODS IN MEDIA AND CULTURAL ANALYSIS	DAVID DEACON, MICHAEL PICKERING, PETER GOLDING, GRAHAM MURDOCK	2nd edition, 2007	HODDER EDUCATION, ISBN: 9780340926994
CN 6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION	ARGENTI PAUL	5th edition	MCGRAW-HILL, ISBN-10: 0071276157 / ISBN-13: 978-0071276153
		CORPORATE COMMUNICATION: THEORY & PRACTICE	CORNELISSEN JOEL	2nd edition	SAGE, ISBN: 9781847872463
CN 6010	THE MEDIA OF MASS COMMUNICATION	MASS COMMUNICATION THEORY	McQUAIL DENNIS	6th edition, 2006	SAGE PUBLICATIONS, ISBN: 9781849202923
CN 6012	CAPSTONE PROJECT IN COMMUNICATION	COMMUNICATION RESEARCH STRATEGIES & SOURCES	REBECCA B. RUBIN, A.M. RUBIN, PAUL M. HARIDAKIS	7th edition, 2009	Wadsworth, ISBN: 978-0-495-09588-0