



HÖGSKOLAN I GÄVLE

Storytelling for professional communicators 7.5 cr

Storytelling för kommunikatörer 7,5 hp

Version

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MKG000

Course Literature

Annette Simmons *The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling*. Basic Books. pages: 320

Christian Salmon (2010). *Storytelling: Bewitching the Modern Mind*. Verso Books. pages: 192

Gunther Kress & Theo van Leeuwen (2006). *Reading Images: The Grammar of Visual Design*. Routledge. pages: 312

Lena Mossberg & Erik Nissen Johansen (2006). *Storytelling: marknadsföring i upplevelseindustrin*. Studentlitteratur. pages: 183

Robert McKee (1997). *Story: Substance, Structure, Style and the Principles of Screenwriting*. ReganBooks. pages: 480