

FORMULÁRIO DE CRIAÇÃO DE DISCIPLINA		CD-01
<b>1</b>	<b>NOME DO PROGRAMA:</b> Programa de Pós-Graduação em Administração - Mestrado Acadêmico em Administração	
<b>2</b>	<b>Proposta de</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Criação de disciplina	Exclusão de disciplina da grade curricular	Mudança de denominação da disciplina
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alteração do nº de créditos da disciplina	Alteração de pré-requisitos	Outro
<b>3 DISCIPLINA</b>		
Nome: Corporate and Institutional Communication		
Departamento responsável	Departamento de Ciências Administrativas (CAD)	
Data da Anuência do Departamento:	24 / 08 / 2021	Anexar documento
Área de Concentração:	Gestão e Organizações	
Classificação:	<input type="checkbox"/> Obrigatória	<input checked="" type="checkbox"/> Optativa
Carga horária	Teórica:	30 horas
	Prática:	horas
Total de 2 créditos		
Pré-requisitos:	<input checked="" type="checkbox"/> Não	<input type="checkbox"/> Sim
A disciplina está sendo proposta para o(s) nível(is) de:		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mestrado profissional	Mestrado acadêmico	Doutorado
<b>4</b>	<b>Justificativa</b>	
<p>The constitution of organizations, as a social phenomenon, depends heavily upon the communication praxis. The institutionalization of social structures is an outcome of the complex set of meaning negotiations that arouse from the relationships between individuals and groups. The contemporary world is characterized by systems of intensive production of goods and symbols and by technological apparatuses that permit us to exchange messages in speed and amount never seen before. An important feature is that mass media establish most of the communication process. Therefore, what people know and how they interpret the reality results from the mediation between informal communication, activists, media corporations and organizations. In such a context, it becomes relevant for the scholar in the field of business administration to study issues such as the communication concept and its different approaches, the stakeholders theory, agenda setting theories (gatekeeping, the spiral of silence, newsmaking) and the concepts of reputation, image and identity.</p>		

5	<p><b>Objetivos</b></p> <p>This course aims to study the communication phenomena within and between organizations, under the neo-institutionalist and agenda setting perspectives. The student is expected to understand the communication concept in its different approaches, as well as to analyze the main issues involving the management of communicational activities that take place in the organizational realms.</p>
6	<p><b>Ementa</b></p> <ol style="list-style-type: none"> <li>1) Social Communication: definitions and theoretical approaches; Corporate Communication: concept and scope</li> <li>2) Institutional theory, Legitimation, Stakeholders theory</li> <li>3) Sensegiving and Sensemaking</li> <li>4) Semiotics</li> <li>5) Media Relations: Gatekeeping, Newsmaking, Agenda Setting and Market Oriented Media</li> <li>6) Institutional Image, Reputation and Identity</li> <li>7) Corporate Communication in Practice: guidelines, activities and tools</li> </ol>

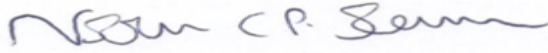
**Bibliografia**

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2. ETZIONI, Amitai. Entrepreneurship, adaptation and legitimation: a macro-behavioral perspective. *Journal of Economic Behavior & Organization*. 1987, v. 8, n. 2, p. 175-189.
3. FRIEDMAN, M. The social responsibility of business is to increase its profits. *New York Times Magazine*, September 13, 1970, p. 122-126.
4. HUGHES, Martin. D. Building a Process Theory of Organizational Legitimation. Paper presented at the annual meeting of the American Sociological Association, TBA, New York, New York City 2007. Available at <[http://citation.allacademic.com/meta/p\\_mla\\_apa\\_research\\_citation/1/8/5/1/2/pages185127/p185127-1.php](http://citation.allacademic.com/meta/p_mla_apa_research_citation/1/8/5/1/2/pages185127/p185127-1.php)>. Accessed in 25 march 2016.
5. IHLEN, Øyvind. Mapping the environment for corporate social responsibility. *Corporate Communication: an International Journal*, v. 13, n. 2, 2008, p. 135-146
6. JAATINEN, Miia, LAVIKKA, Rita. Common understanding as a basis for coordination. *Corporate Communication: an International Journal*, v. 13, n. 2, 2008, p. 147-167
7. JENSEN, J. Policy diffusion through institutional legitimation: state lotteries. *Journal of Public Administration Research and Theory*, 2003, v. 13, n. 4, p. 521-541.
8. LINDBORG, Henry J. Stake Your Ground: Unearthing the origins of stakeholder management. *Quality Progress, American Society for Quality*, v. 19, n. 6, june 2013, digital edition. Available at: <[asq.org/quality-progress/2013/06/career-corner/stake-your-ground.html](http://asq.org/quality-progress/2013/06/career-corner/stake-your-ground.html)>. Accessed in 6 june 2015.
9. MAGUIRE, S; HARDY, C; LAWRENCE, T. Institutional entrepreneurship in emerging fields: HIV/aids treatment advocacy in Canada. *Academy of Management Journal*. v. 47, n. 5, p. 657-679, 2004.
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11. NOELLE-NEUMANN, Elisabeth. The spiral of silence a theory of public opinion. *Journal of Communication*, v. 24, n. 2, 1974, p. 43-51.
12. OLSEN, J. (2009). Change and Continuity: an Institutional Approach to Institutions of Democratic Government, *European Political Science Review*, Vol. 1, No. 1, pp. 3-32
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14. SANTOS, Gilmar J., AMORIM, Ailza G. A. Communication gaps in public policies implementation: a case study in the Secretary of Education, State of Minas Gerais, Brazil. Conference on Corporate Communication 2014, Hong Kong, junho 3-6, 2014. Proceedings. Hong Kong: Corporate Communication International, 2014, p. 93-111
15. SANTOS, Gilmar J.. Corporate social responsibility: organizational citizenship or a legitimation tool?. In: Conference on Corporate Communication, 2007, Wroxtton, Banbury, Oxfordshire. Conference on Corporate Communication 2007

- Proceedings. Madison, NJ USA: Corporate Communication Institute, 2007. v. 1. p. 273-285.
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  19. SUCHMAN, M. C., Managing legitimacy: strategic and institutional approaches. Academy of Management Journal, 1995, v. 20, n. 3, p. 571-610.
  20. WHITE, David Manning. The “gate keeper”: a case study in the selection of news. Journalism Quarterly, 1950, p. 383-390.
  21. Readings (additional):
  22. FERRELL, O. C.; FRAEDRICH, John; FERRELL, Linda. Business ethics: ethical decision making & cases. Stamford: Cengage, 2015.
  23. GIDDENS, Anthony. The constitution of society: outline of the theory of structuration. Oxford: John Wiley, 2013.
  24. GRIFFIN, Em; LEDBETTER, Andrew; SPARKS, Glenn. A First Look at Communication Theory. 7th ed. New York: McGraw-Hill, 2009.
  25. GRUNIG, James E., GRUNIG, Larissa A. (Orgs.) Excellence in public relations and communication management. Hillsdale: Lawrence Earlbaum Associates, 1992
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  29. \_\_\_\_\_. The spiral of silence: public opinion-our social skin. Chicago: University of Chicago Press, 1993.
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  32. Fred W. Riggs, Administration in Developing Countries: The Theory of. Prismatic Society, Boston, Houghton Mifflin, 1964
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  34. SHOEMAKER, Pamela J.; VOS, Tim P. Gatekeeping theory. New York: Routledge, 2009.
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  36. TUCHMAN, Gaye. Making news
  37. WEICK, Karl E. Sensemaking in organizations. Thousand Oaks: Sage, 1995

<b>8</b>	<p><b>Forma(s) de avaliação</b></p> <p>1) Seminar plus Article (team assignment) - 40%</p> <p>2) Portfolio (individual assignment) – 40%</p> <p>3) Written Exam (individual assignment) – 20%</p>
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<b>9</b>	<p><b>DOCENTE(S) RESPONSÁVEL(IS)</b></p> <p>Nome: Prof. Gilmar José dos Santos</p> <p><input checked="" type="checkbox"/> DOCENTE UFJF    <input type="checkbox"/> DOCENTE EXTERNO - INSTITUIÇÃO:</p> <p><input type="checkbox"/> DOCENTE UFJF    <input type="checkbox"/> DOCENTE EXTERNO - INSTITUIÇÃO:</p>
<b>10</b>	<p><b>RECURSOS HUMANOS E MATERIAIS</b></p> <p><input checked="" type="checkbox"/> Não serão necessários recursos humanos e/ou materiais adicionais em consequência da criação da disciplina.</p> <p><input type="checkbox"/> Serão necessários recursos humanos e/ou materiais em consequência da criação da disciplina. Citar e justificar.</p>

11	APROVAÇÃO
Aprovado pelo Colegiado do Programa em: <span style="float: right;">25 / 08 / 2021</span>	
  Prof. Victor Cláudio Paradela Ferreira Coordenador do Mestrado Acadêmico em Administração  Carimbo e Assinatura do(a) Coordenador/a	