



Course: **CORPORATE AND INSTITUTIONAL COMMUNICATION**

Professor: **DR. GILMAR J. SANTOS**

PROGRAM OF STUDIES

Objectives

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.

Course summary

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.

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