

Curricular Unit Form (Document wating approval from Course Commission)



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	1 - Main Bibliography
	Cardoso, Gustavo; Spain, Rita; Araújo, Vera, (Orgs.) (2009). From Mass Communication to Network Communication, Porto Editora.
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	Eiro#-Gomes, M. Duarte, J. (2005). Que pu#blicos para as Relac#o#es Pu#blicas. Actas do III SOPCOM, VI LUSOCOM e II IBE#RICO - Volume II, 453-461.
	Neiva, F. (2018). Comunicação das Organizações: Um olhar sobre a importância da Comunicação interna. Media & Jornalismo Coimbra University Press 33 (18), 60-113.
Bibliography	RUÃO, T. (2008) A Comunicação Organizacional e os fenómenos de identidade: a aventura comunicativa da formação da Universidade do Minho, 1974-2006. (Tese de Doutoramento em Ciências da Comunicação). Universidade do Minho, Portugal.
	RUÃO, T.; NEVES, R.; ZILMAR, J. (2017) A Comunicação Organizacional sob a influência tecnológica: um paradigma que veio para ficar. In: RUÃO, T.; NEVES, R.; ZILMAR, J. (Eds.). A Comunicação Organizacional e os desafios tecnológicos: estudos sobre a influência tecnológica nos processos de comunicação nas organizações. Braga: CECS, p. 512.
	2 - Complementary Bibliography
	 Kunsch, M. (2018). A comunicação estratégica nas organizações contemporâneas. Media & Jornalismo Coimbra University Press 33 (18), 13-24. SILVA, S.; RUÃO, T.; GONÇALVES, G. (2016) A relevância das novas tecnologias na comunicação organizacional: o caso dos websites nas universidades portuguesas. Estudos em Comunicação, n. 23, p. 107137.
Special Situations	1 - Period assessment - Students with special status
[Students with special status]	2 - Examination assessement - Students with special status