

Updated On	2023/08/28										
Curricular Year / Period	2023/24 / S1										
Course	Journalism and Communication										
Curricular Unit	Communication Theory										
Language(s) of Instruction	Português										
ECTS/tempo de trabalho (horas)	ECTS	Total	Horas de contacto semestral								
	6	150	T	TP	PL	S	TC	E	O	OT	EC
				60						15	
T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.											
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Márcia Rogério Marat Moreira Pisco Cardoso Grilo / marciagrilo@ippportalegre.pt										
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Patrícia Alexandra Correia Ascensão / patricia.ascensao@ippportalegre.pt										
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>	Not applicable										
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	1-Understand the contexts of communication; 2- To know the diversity of studies in the field of communication; 3- To perceive in a historical and evolutionary perspective the increasing importance of the means of communication in the social contexts. 4 - Analyze the media as builders of reality.										
Sustainable Development Goals											
Syllabus	<ol style="list-style-type: none"> 1. Introduction to the study of communication <ol style="list-style-type: none"> 1.1. Basic concepts of communication 1.2. Components of the communicative process 1.3. Communication and Modernity 2. The development of the mass media and the first perspectives <ol style="list-style-type: none"> 2.1. The media and society 2.2. Society and Mass Culture 2.3. Mass audiences (mass emergence and decadence of audiences) 2.4. New Perspectives on Media and Society 3. Mass communication and theoretical perspectives <ol style="list-style-type: none"> 3.1. The hypodermic theory 3.2. The empirical-experimental approach 3.3. The "limited effects" approach 3.4. Functionalist theory 3.5. Critical Theory 3.6. Cultural theory 3.7. The communicative theories 4. Introduction to new trends <ol style="list-style-type: none"> 4.1. The mass media as builders of reality. The contribution of news 4.2. Study of the effects and the emitters 4.3. The paradigm of news as social constructors 4.4. The concepts of agenda-setting, gatekeeper and newsmaking. 										
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	1 - Teaching methodologies With this discipline provide an active formation, which contemplates moments of reflection and development of the abilities of critical spirit. Thus, after discussing the objectives to be achieved with the students, the syllabus and the forms of evaluation, the classes are based on active participation										

	<p>and the use of techniques (demonstrative, interrogative, expositive and inductive), and use of various pedagogical means. We will thus privilege a journey from the general to the particular, analyzing critically the respective themes that will be exposed and making a permanent appeal to the debate. The operationalization of techniques involves theoretical-practical work (individual or group), debates and pedagogical games within the thematic scope of the discipline.</p> <p>2 - Period assessment</p> <p>The students will only be evaluated in frequency if they comply with the evaluation elements proposed in the CU. The evaluation will consist of three assignments (40%) and a test (50%).</p> <p>3 - Examination assessment</p> <p>The evaluation of the course consists of a final theoretical exam with a weight of 100% of the UC grade.</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Certeau, M. (1980). Arts de Faire. Paris: Ed. Génée. Fiske, J.(1993) Introdução ao estudo da comunicação. Porto: Edições ASA. Hohlfeldt, A.; Martino, L.; França, V. (2015). Teorias da Comunicação. Petrópolis: Editora Vozes. Inglis, F. (1993). A teoria dos media, comunicação e linguagens. Lisboa: Edições Vega. Innis, H. (2011). O viés da comunicação. Petrópolis: Editora Vozes. Kant, I. (1988). A Paz Perpétua e Outros Opúsculos. Lisboa:Edições 70. Mattelart, A. e Mattelart, M. (2014). História das teorias da comunicação. São Paulo: Edições Loyola Jesuítas. McQuail, D. (2003). Teoria da Comunicação de Massas. Lisboa: Fundação Calouste Gulbenkian. McQuail, D. e Windahl, S. (1993) Modelos de comunicação para o estudo da comunicação de massas. Lisboa: Editorial Notícias. Pereira, J. (2007) Teoria da Comunicação. Rio de Janeiro: Quartel Editora. Santos, J. R. (1992). O que é comunicação. Lisboa: Difusão cultural. Santos, R. (2007). Indústrias Culturais. Imagens, valores e consumos. Lisboa: Edições 70. Serra, J. P. (2007). Manual de Teoria da Comunicação. Covilhã: Livros LabCom. Vaz-Freixo, M. (2006). Teorias e Modelos da Comunicação. Lisboa: Instituto Piaget. Watzlawick, P.; Beavin, J.; Jackson, D. (1972). Une logique de la Communication. Paris: Ed. du Seuil. Wolf, M. (1995).Teorias da Comunicação. Lisboa: Editorial Presença.</p> <p>2 - Complementary Bibliography</p>
<p>Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>2 - Examination assessment - Students with special status</p>