

Updated On	2023/09/19																																
Curricular Year / Period	2023/24 / S1																																
Course	Journalism and Communication																																
Curricular Unit	Media Discourse																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td></td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p style="font-size: small;">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.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6		0	60	0	0	0	0	0	0	15	0
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6		0	60	0	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Adriana Mello Guimarães / adrianamello@ipportalegre.pt																																
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Patrícia Alexandra Correia Ascensão / patricia.ascensao@ipportalegre.pt																																
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>																																	
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>The aim is to develop the ability to decode of the contents disseminated in the media system, learning to identify and analyze the representations, values and ideas that it conveys to the public space. In this sense, we propose the analysis of discourses in different media: from the written press, the radio and television journal, the "blogosphere" and social networks.</p> <p>We also intend to make known some theories principles for understanding the media in the society in the Portuguese and global context. Understanding the implications of globalization on culture and society.</p> <p>We will seek to equip students with critical thinking the effects of the media in society.</p> <p>We also intend to contextualize the role of the media in society and examine some case studies.</p>																																
Sustainable Development Goals																																	
Syllabus	<p>I- The media and society</p> <ol style="list-style-type: none"> 1. Introduction to Speech and Media Concepts 2. The formation of the modern public space 3. Public space in Habermas 4. The contribution of Dominique Wolton to the understanding of notion of public space 5. McLuhan: aphorisms and general concepts <p>II - Analysis of the Media</p> <ol style="list-style-type: none"> 1. The contribution of the media and the different discursive techniques. 2. Brief introduction to content analysis <p>III- The media in the era of globalization</p> <ol style="list-style-type: none"> 1. Globalization of the media 2. Global versus local glocalism 3. The organization of the media and the standardization of 																																

	<p>contents IV - Analysis of practical cases: 1 - Advertising; the press; mediation through online videos; the television reports</p>
<p>Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small></p>	<p>1 - Teaching methodologies The curriculum will be supported by critical readings excerpts from the books recommended in the bibliography. Viewing of excerpt from films, television, advertising, video reading magazines and newspapers. A joint discussion is planned after the excerpts from the media production. The evaluation of the course is based on a test (50%) and an assignment.</p> <p>2 - Period assessment The student will only be approved by the Frequency regime, if he / she fulfills the evaluation criteria proposed in the Curricular Unit</p> <p>3 - Examination assesement All students who do not complete the Frequency assessment can be submitted to an Assessment Exam.</p>
<p>Bibliography</p>	<p>1 - Main Bibliography Bardin, L. (1995) <i>Análise de Conteúdo</i>. Lisboa: Edições 70 Correia, F. (2006) <i>Jornalismo, Grupos Económicos e Democracia</i>. Lisboa: Editorial Caminho. Correia, J. C. (1998), <i>Jornalismo e Espaço Público</i>. Covilhã: Universidade da Beira Interior. Correia, J.M. (2019) <i>Média, Informação e Democracia</i>. Coimbra: Almedina. Cunha, I. F. (2016) <i>Análises dos media: do conteúdo ao discurso</i>. Análises dos media: do conteúdo ao discurso. Coimbra. Figueiras, R. & Ribeiro, N. (2019) <i>O setor dos media no espaço lusófono</i>. Lisboa: Universidade Católica Editora. Flusser, V. (2015) <i>Comunicologia. Reflexões sobre o futuro</i>. São Paulo: Martins Fontes. Habermas, J. (1984) <i>A Mudança Estrutural da Esfera Pública</i>. Rio de Janeiro: Tempo Brasileiro. Martins, L.O. (2015) <i>Concentração dos media e pluralismo: a imprensa portuguesa no contexto da união europeia</i>. Covilhã: Editora Labcom IFP. McLuhan, M. (2007) <i>Compreender os meios de comunicação</i>. Lisboa: Relógio D Água. Rebelo, J. (2000) <i>O Discurso do Jornal</i>. Lisboa: Editorial Notícias. Wolton, D. (1994) <i>Elogio do Grande Público</i>, Lisboa: Edições Asa. Wolton, D. (2006) <i>É preciso salvar a comunicação</i>. Casal de Cambra: Caleidoscópio. Santos, R. (2007) <i>Indústrias Culturais</i>. Lisboa: Edições 70. Santos, R. (1998) <i>Os novos media e o espaço público</i>. Lisboa: Gradiva.</p> <p>2 - Complementary Bibliography Hamburger, E. (2014) "Televisão" in Citeli, A. et al <i>Dicionário de Comunicação: Escolas, Teorias e Autores</i>. São Paulo: Contexto, (pp. 294, 394) Rieffel, R. (2003) "Os media, a opinião pública e o espaço público" in <i>Sociologia dos Media</i>. Porto: Porto Editora(pp.33, 53)</p>
<p>Special Situations <small>[Students with special status]</small></p>	<p>1 - Period assessment - Students with special status</p> <p>2 - Examination assesement - Students with special status</p>