Curricular Unit Form

Updated On	2023/09/21
Curricular Year / Period	2023/24 / S2
Course	Journalism and Communication
Curricular Unit	Project
Language(s) of Instruction	Português

ECTS	Total	Horas de contacto semestral								
		T	TP	PL	S	TC	E	O	OT	EC
		0	0	0	0	0	0	0	0	0

ECTS/tempo de trabalho (horas)

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.

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Prerequisites [Curricular Units that must precede and specific entry competences]	
Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]	Understand the dynamics of a project as well as its structure and organization. - Understand the role of the group and teamwork in the operation of a project. - Understand the importance of SWOT analysis in the development and application of projects. -Apply the theoretical knowledge learned during the academic path. -Be able to develop a project as close as possible to the real scenario, working with concrete data and involving the school and business community in the very dynamics of the academic project. It is intended that students acquire skills in terms of structuring a project in the specific areas of Journalism and Organizational Communication, namely with regard to decision-making on communication problems and the development of a communicative strategy capable of presenting the project clearly. developed. It is also intended that students acquire skills in terms of the application of different work methodologies in order to consolidate a project. Finally, it is intended that students acquire skills in terms of presentation, argumentation and defense of the project carried out.
Sustainable Developemnt Goals	
Syllabus	Due to the practical nature and the very configuration of this curricular unit, it is intended to bring together the knowledge and skills acquired throughout the course, so there is no specific theoretical part in which program contents are addressed. The contents taught throughout the course will thus be applied in the fina project

Teaching methodologies (including assessment) [Specify the types of assessment and the weights and evaluation criteria]	**1 - Teaching methodologies** The methodology used goes through an initial phase by asking students, in groups of 3 or 4 elements, to choose project themes having as a starting point the identification of a problem that can be solved, with instruments or tools either in the area of journalism , or in the area of organizational communication. Depending on the chosen area, which must be linked to the branch of the course in which they are inserted, they will be guided by each of the UC professors. Depending on their nature, the working groups may also be co-supervised by a professor in the area of information technologies. Once the project themes are approved and the respective supervisor is designated by the course management, the work groups develop the projects autonomously under the guidance of the teachers. **2 - Period assessment** The evaluation assumes a continuous character, as the supervisor follows the group in the elaboration of the project. In a final phase, the work groups will be evaluated in a public session of oral presentation of the projects and this presentation will take place in the presence of a jury, which will include the supervisor and other teachers proposed by the course management. The course management may send an invitation to a teacher external to the educational institution. With a maximum duration of 20 minutes, students present their work, being later subjected to a critical appraisal and any doubts or questions by the jury. For the respective interventions, it is expected that the jury will also enjoy a period of approximately 20 minutes, including question/answer by the group. The working groups must prepare a written report in which the communication problem is presented, the justification theory for it and the proposed solution for its resolution, as well as the development and procedures carried out for the pursuit of practical work. The written report must be completed and delivered to the supervising professor up to 10 days before the public presentation, preferably in digital format. The evaluation of each group will take into account the written report, the oral presentation, the opinion of the invited jury and the opinion of the respective supervisor, resulting in a classification end of 0 to 20 values. The work will be evaluated according to the following parameters: Work monitoring - 20% Report - 40% Oral presentation - 40% Teachers also safeguard the right not to allow the work to be presented publicly, if the supervisor considers that it does not meet the minimum conditions for such **3 - Examination assessement** It is not possible to take an exam in this UC.
Bibliography	**1 - Main Bibliography** The bibliography will be appropriate for each work project. **2 - Complementary Bibliography**
Special Situations [Students with special status]	**1 - Period assessment - Students with special status** **2 - Examination assessement - Students with special status**