

Updated On	2023/09/12																																
Curricular Year / Period	2023/24 / S1																																
Course	Journalism and Communication																																
Curricular Unit	Press advisory services																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="8">Horas de contacto semestral</th></tr> <tr> <th>75</th><th></th><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></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>15</td><td>0</td></tr> </tbody> </table> <p>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								75		T	TP	PL	S	TC	E	O	OT	EC			0	60	0	0	0	0	0	15	0
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Teacher in charge (GDPR consent) [complete name, email]	Márcia Rogério Marat Moreira Pisco Cardoso Grilo / marciagrilo@ipportalegre.pt																																
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Prerequisites [Curricular Units that must precede and specific entry competences]	No application																																
Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]	<p>This is a theoretical and practical course unit that will address, in a more detailed way, Press Relations (IA) as a field of Public Relations, responsible for managing the relationship with one of the strategic audiences: the media. It is therefore a key area in the context of Corporate Communication, which manages direct contact between institutions, public or private companies with the media.</p> <p>The Press Office is a communication technique associated with the practice of PR, assuming a greater importance when the success of the action depends largely on the quality and media coverage of the IA.</p> <p>Therefore, it is intended that this course enhances the capabilities of students in the development of a strategy in Press Relations framed in an integrated strategy of communication.</p> <p>The programmatic content of the UC will seek to develop the general and specific knowledge of this communication technique, seeking to work concepts and techniques at the level of the production of contents and the planning of a media communication, using the development and application of communication and press advisory plans.</p> <p>In short, it is intended that students analyse, understand, distinguish and interconnect the different agents and stages of press consultancy. In this course, we want students to be aware of the handling of contents at all levels, namely at the level of writing and, naturally, speaking. It is essential to develop skills in creating solid and reliable relationships with the media, particularly with journalists, in order to maintain a privileged contact with the media, becoming a respected and sought-after source of information.</p>																																
Sustainable Development Goals																																	
Syllabus	<p>1. The field of Press Advisory Services Origins, importance and role of the Press Advisory. IA in the context of Public Relations. Press Adviser: its characteristics and functions.</p> <p>2. The Press Officer and the Media The journalists and the Advisor. Theoretical bases of the relationship between sources and journalists. Analysis and discussion of case studies.</p> <p>3. Press Advising Techniques. Production of content / Organization of events. Press releases. Press Kit. Mailing List Media List. Follow-up. Informal meetings. Press conferences. Press visits and trips. Organisation of events/official ceremonies. Analysis and discussion of practical cases.</p> <p>4. Analysis and Evaluation of Results The clipping. Analysis and discussion of case studies.</p>																																

	<p>5. The Press Office in the context of Integrated Communication.</p> <p>6. Development of a Media Advisory Plan.</p> <p>The Office of Communication / Advisory. The various phases of a press advisory plan. Material and human resources.</p> <p>7. Press Advisory and Communication Crisis</p> <p>Crisis types and morphologies. Crisis devices and cells. Principles of Crisis Communication. Analysis and discussion of practical cases.</p> <p>8. The press rooms and the strategies of press relations in the media and social networks</p>
<p>Teaching methodologies (including assessment)</p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>1 - Teaching methodologies</p> <p>The methodology will be based on the lecturing of theoretical and theoretical / practical classes. Sessions will be held for theoretical framework and debate; presentation of demonstrative examples and their criticism; resolution of exercises, presupposing the active participation of the students in the classes.</p> <p>Assessment by frequency and individual work.</p> <p>Frequency evaluation: this is a written test, with six questions, with duration of 120 minutes. The student can not obtain a classification lower than 95 points (9.5 points). Representing 50% in the final classification, the other 50% ensured by individual work.</p> <p>Assessment by exam (normal time, resource period and special time).</p> <p>Frequency scheme: according to the minimum frequency scheme compulsory, the student can not exceed the limit of absences, that is, 25% of the total of classes, which translates into a maximum of 18 absences in this UC. If the student exceed this limit, disapprove.</p> <p>2 - Period assessment</p> <p>50% test + 40% group work (production of Press Office content and preparation of a communication/ press office plan) + 10% individual participation.</p> <p>3 - Examination assesement</p> <p>100%</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Caetano. J. C.; Vasconcelos. M.; Caetano, P.; Beirão, I.; Vasconcelos, P. Assessoria de Imprensa, Angelus Novus, ISBN:9789728827809.</p> <p>Carvalho, C.; Reis, L. (2008). Manual Prático de Assessoria de Imprensa, Editora Campus, 2008, ISBN: 9788535232530.</p> <p>Lampreia, J. M. (1999), Assessoria de Imprensa nas Relações Públicas, Publicações Europa América, 2ª edição.</p> <p>Kunsch, M. (dir.). (2015). Redes Sociais usos Corporativos. Organicom - revista brasileira de comunicação organizacional e relações públicas. Nº 22.</p> <p>Mateus, S. (2022). Manual Prático de Assessoria de Imprensa. Labcom</p> <p>Ribeiro, V. (2009), Fontes Sofisticadas de Informação, Lisboa, Ed. Media XXI.</p> <p>Ribeiro, V. (2015) Assessoria de Imprensa: Fundamentos teóricos e práticos. São Paulo, Brasil: Novas Edições Acadêmicas.</p> <p>Ribeiro, V. (2016) Assessores de Imprensa e Jornalistas - Perspetiva teórica sobre o pragmatismo das fontes profissionais de informação na indução de notícias. Edições Afrontamento.</p> <p>Ribeiro, V.; T. J.; Figueira, J. (2020). Estratégias Mediáticas Digitais. Prisma.com: 43.</p> <p>Ries, A.; Ries, L.. (2003) A Queda da Publicidade e a Ascensão das Relações Públicas. Ed. Notícias.</p> <p>Santanna, F. (2006), Mídia das fontes: o difusor do jornalismo corporativo, BOCC.</p> <p>Schmitz, A. (2011), Fontes de Notícias: Ações e Estratégias das fontes no Jornalismo, Florianópolis: Combook.</p> <p>Sebastião, S.; Saramago, M. e Range, S. (2016) , A relação com os jornalistas e a importância da credibilidade e da honestidade na assessoria mediática em Portugal, Comunicação pública, vol.11,nº21.</p> <p>Sullivan, M. (2012) Uma assessoria de imprensa responsável na era digital. Departamento de Estado dos Estados Unidos. Edição da Série Manuais.</p> <p>2 - Complementary Bibliography</p>
<p>Special Situations</p> <p>[Students with special status]</p>	<p>1 - Period assessment - Students with special status</p>

	2 - Examination assesement - Students with special status
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