

Course Unit	Communication Theories	Field of study	Journalism and Reporting
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
Level	1-1	ECTS credits	6.0
Code	9662-657-1205-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) João Pedro Fernandes Alves Roma Baptista

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the concept of communication and its importance in today's society.
2. Identify the major theoretical perspectives of the communication process
3. Understand the contexts in which communication is developed and the elements involved in the different levels of the communicative phenomenon.
4. Analyse communication as a mediating field of society
5. Develop a critical approach about media and its strategic camouflage.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

### Course contents

The CU objectives intended to provide students with a critical perspective on the process of communication. Thus, we intend to develop the major theories of communication from the basic process of human communication until the mass communication. It is also intended to understand how communication develops in society today and how it can be studied using different analytical models proposed by different researchers.

### Course contents (extended version)

1. Introduction to communication
  - The concept of communication
  - Communication vs information
2. Communication Process
  - The basic elements of communication
  - Dynamics between the various elements of the communicational process
3. Understanding communication: study models
  - Basic models-procedural school
  - Models of short and long term influence of mass communication
  - Audience models
4. Communication as a mediator field
  - Social fields
  - Media Fields

### Recommended reading

1. Wolf, M. (2006). Teorias da Comunicação. Lisboa: Editorial Presença.
2. Sousa, J. P. (2006). Elementos de Teoria e Pesquisa da Comunicação e dos Media. Porto.
3. Serra, J. P. (2007). Manual de Teoria da Comunicação. Universidade da Beira Interior: Livros LabCom.
4. McQuail, D. (2003). Teoria da Comunicação de Massas. Lisboa: Fundação Calouste Gulbenkian.
5. Fiske, J. (1993). Introdução ao Estudo da Comunicação, Ed. ASA, Trad. de Introduction To Communication Studies, Methwen, London, 1982.

### Teaching and learning methods

Classes are theoretical and practical, and the teacher will value the discussion of current events and its relationship with communication theories. Students' participation and engagement are valued, since he/she is an active part of the learning process.

### Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 60% (Minimum grade: 7)
  - Practical Work - 40% (Working group (minimum grade 7))
2. Final Exam - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%
3. mobility students - (Regular) (Final)
  - Intermediate Written Test - 60% (minimum grade 7)
  - Practical Work - 40% (Working Group (minimum grade 7))
4. mobility students - (Regular) (Supplementary, Special)
  - Final Written Exam - 100%

### Language of instruction

Portuguese

### Electronic validation

João Pedro Fernandes Alves Roma Baptista	Tiago Jorge Alves Fernandes	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
16-05-2024	16-05-2024	20-05-2024	21-05-2024