

Course Unit	Media Sociology	Field of study	Sociology
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	1
Level	1-2	ECTS credits	6.0
Code	9662-657-2105-00-23		
Workload (hours)	162	Contact hours	T - - TP 60 PL - - TC - - S - - E - - OT - - O - -

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 importance of sociological knowledge about communication
2. Identify the role of communication and the media in the constitution of public space
3. Analyze the different studies that follow the becoming and fragmentation of the public sphere and understand its impact on current public space
4. Have a critical view of the role of the media in social development
5. Know how to analyze the evolution of media products in society

Prerequisites

Not applicable

Course contents

Definition of the object of Media Sociology; Mass Culture and Society; Communication and public space; The problem of the effects of communication; The network society in the internet era.

Course contents (extended version)

1. Definition of the object of Media Sociology
2. Mass Culture and Society
 - The concept of "masses"
 - Mass communication and culture
 - Criticism of mass culture
3. Communication and public space
 - The constitution of modern public space
 - Habermas and public space
 - New autonomous public spaces
 - New media and public space
4. The problem of the effects of communication
 - Public opinion processes
 - From unlimited effects (hypodermic theory) to limited effects (empirical field theory)
 - "Agenda-setting" theory
5. The network society in the internet age

Recommended reading

1. Castells, Manuel. (2003). A Galáxia da Internet. Zahar. ISBN: 9788537814802
2. Esteves, Pissarra. (2004). O Espaço Público e os Media. Edições Colibri. ISBN: 9789727724451
3. McQuail, Denis. (2013). Teorias da Comunicação de Massa. Penso (6a edição). ISBN: 9788565848275
4. Parafita, Alexandre (2012). Antropologia da Comunicação, Ancora Editora. ISBN: 9789727803491
5. Rieffel, Rémy. (2004). Sociologia dos Media. Porto Editora. ISBN: 9789720452535

Teaching and learning methods

Exposition of content and discussion about it. Critical analysis of texts.

Assessment methods

1. Individual assignment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 60% (test)
 - Practical Work - 40% (Assignment 2 - or group)
2. Resource and special assessment - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100% (Final exam (100%))
3. Erasmus - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 100% (Practical work)

Language of instruction

Portuguese

Electronic validation

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08-01-2024	09-01-2024	16-01-2024	23-01-2024