

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	2021/2022	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9662-657-1205-00-21				
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) Silvia Brandao

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
 - The Semiotic School of Communication
 - Models of short and long term influence of mass communication
 - Audience models
 - Models of organization, selection and media production
4. Communication as a mediator field
 - Social fields
 - Media Fields

Recommended reading

1. Fiske, J. (2002). Introdução ao Estudo da Comunicação. Porto: Asa. ISBN: 9724111334
2. Griffin, E. (1994). A First Look at Communication Theory. New York: McGraw-Hill ISBN: 9780073534305
3. Mattelart, A. (1997). História das Teorias da Comunicação. Porto: Campo das Letras. ISBN: 9789726100027.
4. McQuail, D. (2003). Modelos de Comunicação. Editorial Notícias. ISBN: 9789724614885.
5. Wolf, M. (1987). Teorias da Comunicação, Lisboa: Presença. ISBN: 9789722314404

Teaching and learning methods

Teaching and learning methods: Presentation of basic theoretical concepts and also case studies, with critical debate with students. Development of compulsory readings and decoding of concepts through practical exercises.

Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
 - Final Written Exam - 50% (Minimum grade: 8)
 - Practical Work - 40% (Communication Analysis (Written Report and Oral Presentation); Minimum grade: 8)
 - Experimental Work - 10% (Development of exercises in classes.)
2. Final Exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Erasmus Students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Development Topics - 100%

Language of instruction

Portuguese

Electronic validation

Silvia Brandao	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
29-03-2022	29-03-2022	29-03-2022	04-04-2022