

Course Unit	Media History		Field of study	Journalism and Reporting	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9662-657-2103-00-22				
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. Distinguish and enunciate the fundamental stages of communications media evolution
2. Comprehend communications media as an interconnected web of systems, structures and sociocultural practices
3. Comprehend the mutually influential histories of communications media and technological development
4. Understand the change from analogue to digital culture, which began mid-20th century and discuss its impact;
5. Understand and discuss the contributions and failures of mass media in society;
6. Develop a notion of what we can expect in the future of mass media;
7. Apply basic historical research skills, including (as the case may be) the effective use of libraries, files, and databases;
8. Assimilate and apply knowledge related to the history of media in projects and research work.

### Prerequisites

Before the course unit the learner is expected to be able to:  
None

### Course contents

The goals of this course are two-fold: to provide students with an overview of the historical development of western communications media (key events, individuals, technologies and concepts in the history of media) and to help students develop research and critical thinking skills.

### Course contents (extended version)

1. Introduction to Media Story:
  - Literacy and mass communication. Concepts in media studies
2. Origins of the Media
  - Origins of the communications: The man as communicative being;
  - The press revolution: the role of Gutenberg for the democratization of writing.
  - Telegraph, telephone and cordless telephony.
  - The Photography.
  - The Golden Age of the Written Press: newspaper expansion in the nineteenth century.
3. Early 20th century:
  - Journalism as entertainment and information.
  - The moving image: the beginnings of Cinema. The rise of Hollywood.
  - Censorship and Propaganda in the First World War.
  - Radio: broadcast programmes and discovering the audience
4. Modern Times:
  - Radio, film and World War II
  - Television: the triumph of demographics
  - Mass media and the Cold War
  - Mass media and cultural-political revolutions
5. The post-modern condition:
  - Youth culture as mass culture
  - Counter cultures, counter media
  - From the Arpanet to the Web
  - The emergence of Media Theory: self-reflexivism to the fore
  - The post-broadcasting world and the digital phenomenon
  - Convergence culture

### Recommended reading

1. Gitelman, L. (2008). Always Already New: Media, History and the Data of Culture. Cambridge: The MIT Press. ISBN: 0262572478.
2. Park, D. W. ; Jankowski, N. W. ; Jones, S. (2011). The Long History of New Media. Nova Iorque: Peter Lang International Academic Publishers. ISBN: 1433114402
3. Jeanneney, Jean-Noel (1996). Uma História da Comunicação Social. Lisboa: Terramar. ISBN: 972-710-149-6
4. Tengarrinha, José Manuel (2013) Nova História da Imprensa Portuguesa. Lisboa: Editorial Caminho. ISBN: 9789896442408
5. Castells, Manuel (2004). A Galáxia Internet, Reflexões sobre Internet, Negócios e Sociedade. Lisboa: Fundação Calouste Gulbenkian. ISBN: 972-31-1065-2

### Teaching and learning methods

This course is designed as a lecture-seminar. Lectures will compliment, not summarize assigned readings. Students will be required to watch a number of films designed to highlight narratives and historical conditions associated with the emergence of media technologies. Students will be invited to discuss several issues in class and to elaborate a thematic work.

### Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final)
  - Final Written Exam - 50% ((Minimum grade: 8))
  - Development Topics - 50% ((Minimum grade: 8))
2. Final evaluation - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%
3. Incoming Students - (Regular) (Final, Supplementary, Special)
  - Development Topics - 75%

**Assessment methods**

- Practical Work - 25% (Commentary about Media Literacy.)

**Language of instruction**

Portuguese

**Electronic validation**

Silvia Brandao	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
11-10-2022	11-10-2022	12-10-2022	16-10-2022