

Course Unit	Media Sociology		Field of study	Sociology	
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
Workload (hours)			162	Contact hours	
			T	-	TP
			60	PL	-
			TC	-	S
			E	-	OT
			O	-	
Code					
9662-657-2105-00-22					

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) Alexandre Jose Parafita Correia

Learning outcomes and competences

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

1. Realize the importance of sociological knowledge about communication
2. Identify the role of communication and media in the constitution of public space
3. Analyse different studies about evolution and fragmentation of public sphere and understand how
4. Have a critical view of the role of media in social development
5. To analyse the evolution of media products in society
6. Realize the link between communication and democracy

Prerequisites

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

Course contents

Definition of the object of Media Sociology; Culture and Mass Society; Communication and the public space; Communication effects questions; Networked society in the internet age.

Course contents (extended version)

1. Definition of the object of Media Sociology
 - Communication as a process of socialization
 - From the beginnings to the mass media
2. Culture and Mass Society
 - The concept of "mass"
 - Mass communication and culture
 - Criticism of the mass culture
3. Communication and the public space
 - The constitution of modern public space
 - Habermas and the public space
 - New autonomous public spaces
 - New media and public space
4. Communication effects questions
 - The processes of public opinion
 - From unlimited effects (hypodermic theory) to limited effects (empirical field theory)
 - "Agenda-setting" theory
5. Networked society in the internet age
 - Cyberspace and virtual communities
 - Communication and democracy

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

Exposure of the contents and discussion about them. Texts critical analysis.

Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 60%
 - Practical Work - 40%
2. Resource and special assessment - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming Students - (Regular) (Final, Supplementary, Special)
 - Practical Work - 100%

Language of instruction

Portuguese

Electronic validation

Alexandre Jose Parafita Correia	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
11-10-2022	12-10-2022	12-10-2022	16-10-2022