

	<h2>SUBJECT DESCRIPTION</h2>	MODELO PED.012.03
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<i>Course</i>	Multimedia Communication					
<i>Subject</i>	Deontology of Communication					
<i>Academic year</i>	2021 - 2022	<i>Curricular year</i>	3	<i>Study period</i>	2	
<i>Type of subject</i>	Mandatory	<i>Student workload (H)</i>	Total: 81	Contact: 81	<i>ECTS</i>	32.5
<i>Professor(s)</i>	Nelson Clemente Santos Dias OliveiraClique					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i>		Joaquim Manuel Fernandes Brigas			

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1. LEARNING OBJECTIVES

- To delimit the concepts of deontology, law, ethics, morals and values.
- To equate the relationship of morals and values with ethics.
- To understand the ethical requirements of social media.
- To reflect the main ethical dilemmas and constraints that arise in the exercise of professions related to multimedia communication.
- To reflect the ethical and deontological challenges that the growing globalization of communication poses to professionals in multimedia communication.

2. PROGRAMME

- 1- Definition and delimitation of concepts
 - 1.1- Concept of ethics.
 - 1.2- Concept of morality.
 - 1.3- Concept of values.
 - 1.4- Concepts of law and deontology.
 - 1.5- Concept of communication deontology.

- 2- Ethics applied to media/journalism
 - 2.1- Social responsibility of the media
 - 2.2- The principles of journalistic deontology.
 - 2.3- The deontological codes of the Portuguese journalists.
 - 2.4- The means that promote media self-regulation in Portugal.

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3- Ethics applied to organizational communication/advertising

3.1- General operating principles.

3.2- Fundamental values.

3.3- Codes of conduct for commercial communication/advertising in Portugal.

4- Ethical challenges and dilemmas of the present day

4.1- Ethics for globalized new media.

4.2- Copyright and related rights today.

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The contents introduced deal with the most recurrent deontology dilemmas and self-regulation of communication professionals in the information society that we have been building. In the end, the student should be able to articulate the knowledge acquired to problematize/reflect the values, principles and problems related to the exercise of the professions of multimedia communication.

4. MAIN BIBLIOGRAPHY

Mandatory

Bertrand, C. (2002). *A deontologia dos Media*. Coimbra: Minerva.

Gonçalves, G. (2013). *Ética das Relações Públicas*. Coimbra: Minerva.

Neves, M. & Silva R. (coord.) (2017). *Ética Aplicada: Comunicação Social*. Lisboa: Edições 70

Pina, S. (1997). *A Deontologia dos Jornalistas Portugueses*. Coimbra: Minerva.

Optional

Camponez, C. (2003). *A Deontologia do Jornalismo*. Coimbra: Almedina.

Plaisance, P. (2010). *Ética na Comunicação- Princípios para uma prática responsável*. São Paulo: Penso.

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Praça, S. & Barros Filho, C. (2008). *Comunicação organizacional na era digital: contextos, percursos e possibilidades*. São Paulo: Summus.

Santos, R. (1997). *A negociação do Jornalista com as suas fontes*. Coimbra: Minerva.

Fidalgo, J. (2010). *O Lugar da Ética e da Auto-Regulação na Identidade Profissional dos Jornalistas*. Lisboa: Fundação Calouste Gulbenkian.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Lectures.

Practical case study classes.

Tutorial guidance.

Presentation of a final group work.

The continuous evaluation results from the sum of the classification to be attributed to the performance and presentation of the group work (40%) and the written test classification (50%) and attendance and participation (10 %).

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures aim to transmit fundamental concepts and contents for the reflection of the deontology of the communication. The purpose of class is to consolidate knowledge and acquire skills. The tutorial guidance will allow the monitoring of the acquisition of knowledge progress. The group presentation is intended to consolidate the knowledge and skills acquired, from the sources and bibliography advised by the teacher, which will also promote the autonomy of research.

7. ATTENDANCE

According to the stipulations of the ESECD in the Deontology of Communication curricular unit, there will be no obligation to attend classes.

8. CONTACTS AND OFFICE HOURS

Contact: nelsonoliveira@ipg.pt, Office 1.1

Office hours: Tuesday from 2:00 p.m. to 4:00 p.m.

Wednesday from 14:00 to 17:00 p.m

Thursday from 12:30 PM to 1:30 pm.

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DATE

fevereiro de 2024

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Area/Group Coordinator

(Coordinator Professor Joaquim Manuel Fernandes Brigas)

Professor

(Adjunt Professor Nelson Clemente Santos Dias Oliveira)