

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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<i>Course</i>	Communication and Public Relations					
<i>Subject</i>	Communication and Globalization					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	2nd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Mandatory	<i>Student workload (H)</i>	Total: 135	Contact: 52.5	<i>ECTS</i>	5
<i>Professor(s)</i>	Nelson Clemente Santos Dias Oliveira					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i> Joaquim Manuel Fernandes Brigas					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- To know the different theoretical perspectives and dimensions of globalization.
- Understand the challenges of globalization in communication and media social responsibility.
- Know the potential of digital communication platforms in the process of globalization.
- Analyze and understand globalization in a communicational, cultural and technological perspective.

2. PROGRAMME

1- A CHANGING WORLD

- 1.1-Institutional dimensions of modernity.
- 1.2-The Globalization of Modernity.
- 1.3-Theoretical perspectives on Globalization.
- 1.4-Dimensions of Globalization.
- 1.5-Globalization and Inequality.

2 - ORGANIZATIONAL STRATEGIES OF GLOBAL COMMUNICATION

- 2.1- The integrated communication in the multimedia world.
- 2.2- Communication as a global and cross business.
- 2.3- Globalization and internationalization of business communication.

3 - Communication, CULTURAL AND TECHNOLOGICAL GLOBALIZATION

- 3.1- The role of digital communication platforms in the globalization process.
- 3.2- The role of the media.
- 3.3- Cultural imperialism.
- 3.4- Cultural-local, global, and hybrid.

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The contents presented deal with the different perspectives and dimensions of globalization. They present the challenges of globalization in communication and the social responsibility of the media. The aim is to demonstrate the potential of digital communication platforms in the process of globalization. In the end, the student should be able to articulate the knowledge acquired in a communicational, cultural and technological perspective at a global level.

4. MAIN BIBLIOGRAPHY

Compulsory

- Castells, M. (2002). *A Sociedade em Rede*. Lisboa: Fundação Calouste Gulbenkian.
- Castells, M., Fernández-Ardèvol, M., Qiu, J., & Sey, A. (2009). *Comunicação Móvel e Sociedade. Uma perspectiva Global*. Lisboa: Fundação Calouste Gulbenkian.
- Giddens, A. (2005). *As Consequências da Modernidade*. Oeiras. Celta.
- Mattelard, A (2000). *A Globalização da Comunicação*. São Paulo. Editora da Universidade do Sagrado Coração.
- Santos, A., Moreira, L., Peixinho, F. (2014). *Projetos de e-learning. Inovação, Implementação e Gestão*, Lisboa: LIDEL - Edições Técnicas.

Optional

- Castells, M. (2003). *A Galáxia da Internet. Reflexões sobre a internet, os negócios e a sociedade*. Rio de Janeiro: Zahar.
- Hamelink, C. (2004). *Desafios Morais na Sociedade de Informação*. In J. de Oliveira, G. Cardoso, & J. Barreiros, *Comunicação, Cultura e Tecnologias de Informação*. Lisboa: Quimera.
- Kunsch, M. (2007). *Comunicação organizacional na era digital: contextos, percursos e possibilidades*. *Signo y Pensamiento*, XXVI (51), 38-51.
- Lesikar, R., Flatley, M., & Rentz, K. (2008). *Business Communication: Making Connections in a Digital World*, 11a Edição. New York: McGraw-Hill Companies.
- Oliveira, J; Cardoso, G; Barreiros, J (2004). *Comunicação, Cultura e Tecnologias de Informação*. Lisboa Quimera.
- Padamo, C, et al. (2015). *Relações Públicas e Comunicação Organizacional – desafios da globalização*. Lisboa: Escolar Editora

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Lectures, case studies, debates, research and group presentation.

Continuous assessment: Written test: 50%; Participation and engagement in the classroom (including research papers with presentation) 40% and attendance and participation (10%).

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures to teach aim to transmit fundamental concepts and contents in areas of influence of Communication and Globalization. The purpose of the classes is to consolidate knowledge and acquire skills in communication from a global perspective. The tutorial guidelines will allow the monitoring and monitoring of the progress of the acquisition of knowledge. The presentation in a group is intended to consolidate the knowledge and skills acquired, using sources and bibliography advised by the teacher, which will also promote the autonomy of research.

7. ATTENDANCE

In the Communication and Globalization course, there will be no mandatory attendance regime.

8. CONTACTS AND OFFICE HOURS

Contats nelsonoliveira@ipg.pt cabinet 1.1

Office hours: monday ,10:00 to 11:00.

tuesday, 11:00 to 12:00.

Thursday, 11:00 to 13:00

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DATE

September de 2023

SIGNATURES

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

Assinatura na qualidade de (clicar)

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