POLI
ESCOLA SUPERIOR
EDUCAÇÃO
COMUNICAÇÃO
DESPORTO
TÉCNICO
GUARDA

Course	**Communication and Multimedia**					
Subject	**Media Writing Skills**					
Academic year	2023/2024	*Curricular year*	1st	*Study period*	2nd semester	
Type of subject	Compulsory	*Student workload (H)*	Total: 108	Contact: 67,5	*ECTS*	4
Professor(s)	Mário José Silva Meleiro					

☒ *Area/Group Coordinator* ☐ *Head of Department*	*(select)*	Ana Margarida Godinho Fonseca

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

1. Understand the concept of communication and its importance in the contemporary world;

2. Develop writing skills in informative, instructional, institutional and corporate texts, according to standards and norms;

3. Contribute to the development of clear organization and exposition of ideas;

4. Knowing the relevance of language adequacy to the communicative situation;

5. To promote the mastery of the different techniques of written expression applied in the newsroom for the Media;

6. Acquire the basics of journalistic writing, its specificities and its expression forms.

2. PROGRAMME

1. Language and Communication

    1.1. grammar and communication

    1.2. Syntactic, semantic and pragmatic structures of the Portuguese language

2. The Portuguese language in the Media

3. Usability concepts to assess the quality of a text

4. The notion of pyramid in communication

    4.1 The inverted pyramid

    4.2. The inverted pyramid in content presentation

5. Recurring textual structures in the Media

    5.1. Newspaper: structures and models

    5.2. Radio: structure and rules of writing

    5.3. Television: writing based on the image

6. Recurring textual structures on the Web

    6.1. Communication in synchrony

    6.2. Blogs

    6.3. Other recurring textual typologies on the Web

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The CU intends to provide students with autonomous written communicative skills that allow them to have a perfect interaction in the personal, social and, above all, professional domains in the area of communication.

After a review of the areas considered critical, with the objective of correctly mastering the mother tongue, a reflection on the specific nature of written communication in the Media will be proposed, through examples and practical exercises, in order to provide the student with the acquisition of a know how to do according to the communicative purpose. Thus, the main objective of this curricular unit is to develop a set of techniques to write and create textual content both for traditional media, such as the written press, radio and television, and for digital media, such as information portals, websites, blogs or social networks.

4. MAIN BIBLIOGRAPHY

Required reading

Ferrari, P. (2003). *Jornalismo Digital*. São Paulo: ed. Contexto.

Franco, G. (2008). *Como escrever para a Web: elementos para a discussão e construção de manuais de redação online*. Texas: Centro Knight para o Jornalismo nas Américas da Universidade do Texas em Austin.

McGovern, G., O'Dowd, C. e Norton, R. (2002). *Como escrever para a Web*. V. N. Famalicão: Centro Atlântico.

Nascimento, Z. & Pinto, J. (2003). *A Dinâmica da Escrita: Como Escrever com Êxito*. Lisboa: Plátano Editora.

Pinho, J. (2003). *Jornalismo na internet*. São Paulo: Editora Summus.

Rodrigues, B. (2014). *Webwriting*: *Redação para a mídia digital*. São Paulo: Editora Atlas.

Recommended reading

Bergstrom, M. & Reis, N. (2011). *Prontuário Ortográfico e Guia da Língua Portuguesa* (*50ª edição*). Lisboa: Casa das Letras.

Estrela, E. *et al*. (2003). *Saber Escrever, Saber Falar*. Lisboa: D. Quixote.

Gibbons, B. (2007). *Comunicar com êxito*. Porto: Porto Editora.

Lopes, A. & Carapinha, C. (2013). *Texto, Coesão e Coerência*. Coimbra: Almedina.

Marques, A. (2003). *Motivar para a escrita*. Lisboa: Editorial Presença.

Rodrigues, A. (2012). *A Partitura Invisível*. Lisboa: Colibri.

Rodrigues, A. (2022). *A Natureza da Atividade Comunicativa*. Lisboa: Lisbon International Press.

Santos, E. & D'Silvas Filho (2011). *Grandes Dúvidas da Língua Portuguesa. Falar e escrever sem erros*. Lisboa: Esfera dos Livros.

Santos, J. (2011). *Linguagem e Comunicação*. Coimbra: Almedina.

Silva, P. (2012). *Tipologias textuais. Como classificar textos e sequências*. Coimbra: Almedina.

Tavares, S. (2015). *500 erros mais comuns da Língua Portuguesa*. Lisboa: Esfera dos Livros.

Tavares, S. e Leite, S. (2008). *S.O.S. Língua Portuguesa*. Lisboa: Verbo.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodological procedures and strategies (systemization of content, individual or group research, preparation and presentation of oral and written work, accompanied by relevant justifications and clarifications ...) are oriented towards the co-responsibility of the student. Continuous assessment comprises, with the respective weighting, the following elements:

1. Written works 60%
2. Major test 40%

Students who fail this evaluation regime, or who do not opt for it, may undergo normal examination and, if they do not succeed in this, there still is an extraordinary exam in a special period.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The teaching methodology allows the achievement of the objectives of the curricular unit, since it has a strong practical component, which allows the practical application of knowledge.

7. ATTENDANCE

Not applicable.

8. CONTACTS AND OFFICE HOURS

Office nº 2.3 - ESECD.

E-mail: mjsmeleiro@ipg.pt

Phone: 271220110 – VOIP: 5245

Weekdays	Tuesday
Schedule	08.30 – 11.30

DATE

19 February 2024
Clique

SIGNATURES

Professor

(signature)

Area/Group Coordinator

(signature)