

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 Contemporary Models					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	3rd	<i>Study period</i>	2nd semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 108	Contact: 525	<i>ECTS</i>	4
<i>Professor(s)</i>	José Carlos de Almeida Alexandre					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>		(select)	Joaquim Manuel Fernandes Brigas			

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Know the evolution of communication models.
- Identify communication models in the new media.
- Develop a critical spirit in relation to the influence of new communication models and media on Communication and Public Relations activities.
- Articulate the knowledge acquired in the face of the challenges of globalization in Communication and Public Relations activities.

2. PROGRAMME

1. Communication models in contemporary society
2. Information, interaction, and mobility
3. Inclusion and inequalities in contemporary communication
4. Digital communication technologies
5. Cyber-communication in the network society

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives of the course refer to the need for students to grasp and deepen their knowledge of contemporary communication models. The aim is to provide students with the skills to know and identify communication models and to develop a critical spirit in relation to the influence of new communication models and media on Communication and Public Relations activities.

4. MAIN BIBLIOGRAPHY

Cardoso, G. (2023). *A Comunicação da Comunicação - As Pessoas São a Mensagem*. Lisboa: Mundos Sociais.

Cardoso, G. (2006). *Os Media na Sociedade em Rede*. Lisboa: Gulbenkian.

Castells, M. (2009). *Comunicação Móvel e Sociedade. Uma Perspectiva Global*. Lisboa: Gulbenkian.

Chomsky, N. (2017). *Quem Manda no Mundo*. São Paulo: Planeta.

Coelho, C.; Kunsch, D. e Menezes, J. (2012). *Estudos de Comunicação Contemporânea. Perspetivas e trajetórias*. Disponível em https://casperlibero.edu.br/wp-content/uploads/2014/01/Estudos-de-comunica%C3%A7%C3%A3o-contempor%C3%A2nea_perspectivas-e-trajet%C3%B3rias.pdf.

Condorelli, A.; Gomes, B. e Dantas, J. (2015). *Olhares contemporâneos sobre a comunicação. Linguagens, narrativas, práticas, mediações*. Disponível em <https://repositorio.ufrn.br/jspui/bitstream/123456789/19999/3/Olhares%20Contempor%C3%A2neos.pdf>.

Figueiredo, A. (2019). *Desigualdades Digitais no Contexto da Sociedade da Informação*. Beau-Bassin: Novas Edições Acadêmicas.

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Ireton, C. e Posetti, J. (2019). *Jornalismo, Fake News & Desinformação - Manual para Educação e Treinamento em Jornalismo*. Paris: UNESCO. Mantovani, C. (2006). Informação e mobilidade. Disponível em <http://www.bocc.ubi.pt/pag/mantovani-camila-informacao-mobilidade.pdf>.

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Padamo, C. (2015). *Relações Públicas e Comunicação Organizacional – desafios da globalização*. Lisboa: Escolar Editora.

Packard, V. (1966). *Sociedade Nua*. São Paulo: Ibrasa.

Sabariego, J.; Amaral, A.; Salles, E. (orgs.) (2020). *Algoritmos*. São Paulo: Tirant lo Blanch Brasil.

Sousa, J. B. (2006). *Elementos de Teoria e Pesquisa da Comunicação e dos Media* (2.ª ed.). Porto: Edições Universidade Fernando Pessoa.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Exposition classes, individual and group research, debate, case study.

In the assessment, students can choose to:

A) Ongoing assessment - assignments (80%) + Class participation/commitment: 20%. To pass the course unit, the weighted average must be equal to or greater than 9.5. If this grade is not obtained, the student will be excluded from this type of assessment and sent for examination.

Students who have not opted for continuous assessment or who have not obtained a minimum score of 10 (ten) will be subject to examination.

B) Assessment by exam (normal or recourse). A single test that represents 100% of the final grade.

6) COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures are designed to convey concepts and content that are fundamental to basic training in the field of communication. Research activities will be carried out within the scope of the content covered in the lectures. The project is designed to consolidate the knowledge and skills acquired, using sources and bibliography recommended by the teacher, who will also promote research autonomy. The oral presentation of the various stages of the work will stimulate reflection and collective debate on the chosen topic. In methodological terms, the aim is to foster the development of personal and professional skills, promoting rigorous reasoning, analytical and critical skills, as well as the development of a permanent investigative attitude, which will enable future communication professionals to self-educate for a reality and knowledge that is constantly and rapidly changing.

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7) ATTENDANCE

Students who do not attend 50% of the hours of classes taught will receive the mention of failing. However, absences with legal justification will be excepted.

8) CONTACTS AND OFFICE HOURS

Email: jcalexandre@ipg.pt

Office: 2.8

Office Hours: Monday 14.30h to 18.30h.

28 de fevereiro de 2024

Professor

Area/Group Coordinator