

<b>POLI</b> <b>ESCOLA SUPERIOR</b> <b>EDUCAÇÃO</b> <b>COMUNICAÇÃO</b> <b>DESPORTO</b> <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.012.03
--	----------------------------	-----------------------------

<i>Course</i>	<b>Communication and Public Relations</b>					
<i>Subject</i>	<b>Communication Theory</b>					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	1st	<i>Study period</i>	1st semester	
<i>Type of subject</i>	<b>Mandatory</b>	<i>Student workload (H)</i>	Total: 189	Contact: 67.5	<i>ECTS</i>	7
<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					

Provid SD

## 1. LEARNING OBJECTIVES

Define communication.

Identify the main moments of the historical evolution of communication.

Categorizing forms of communication.

Know the main communication models.

Know the theories of communication and their effects on societies.

Identify communication disciplines.

## 2. PROGRAMME

### 2.1 Background.

2.1.1 Definition of Communication.

2.1.2 Historical Evolution.

2.1.3 Typologies of communication.

### 2.2 Communication Models.

2.2.1 Shannon and Weaver.

2.2.2 Lasswell.

2.2.3 Newcomb.

2.2.4 Jakobson.

## 3. 2.3 The effects on mass communication society.

2.3.1 Mass Communication: framing.

2.3.2 Hypodermic Needle Theory.

2.3.3 Selective Perception Theory.

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.012.03</p>
--	-----------------------------------	-------------------------------------

2.3.4 Theory of Limited Effects or Two Step Flow.

2.3.5 Theory of Uses and Gratitudes.

2.3.6 Agenda Setting and Thematization Theory.

2.3.7 Spiral of Silence Theory.

2.3.8 Knowledge Gap Theory.

2.3.9 Theory of Cultivation, Incubation or Enculturation.

2.3.10 Theories of Socialization through the Media.

2.3.11 Theory of the Social Construction of Reality.

#### **2.4 Communication Disciplines.**

2.4.1 Journalism.

2.4.2 Public Relations.

2.4.3 Advertising.

#### **4. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

As a Core Curricular Unit of the Communication and Public Relations Course, we seek in Communication Theory to equip students with the fundamental theoretical tools in the area of communication. Thus, we approach the concept of communication by framing it historically and then focusing on the most relevant investigations and theories of the communicative phenomenon: communication models and mass communication and their social effects. Finally we address the main disciplines of communication.

#### **5. MAIN BIBLIOGRAPHY**

##### **Compulsory**

Crowley, D.; Heyer, P. (1997). La Comunicación en la Historia. Barcelona: Bosh Casa Editorial.

De Fleur, M.; Ball-Rokeach (2000). Teorías de la Comunicación de Masas. Barcelona: Paidós.

Fiske, J. (2002). Introdução ao Estudo da Comunicação. Porto: Edições Asa.

McQuail, D. (2000). Introducción a la teoría de la comunicación de masas. Barcelona: Paidós.

Monteiro, A. et Al. (2008). Fundamentos de Comunicação. Lisboa: Edições Sílabo.

Rodrigues, A. (2012). Teorias da Comunicação. Lisboa: Fundação Calouste Gulbenkian.

Sousa, P. (2006). Elementos de Teoria e Pesquisa da Comunicação e dos Media. Covilhã: Universidade da beira Interior.

Wolf, M. (2006). Teorias da Comunicação. Lisboa: Editorial Presença.

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.012.03</p>
--	-----------------------------------	-------------------------------------

## 6. 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%).

## 7. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The Course of Communication Theory is eminently theoretical, with a high workload and corresponding ECTS so we understand that a written test and a bibliographic review work in group are justified. To this we bring together research, debates and case studies in the classroom that will be useful as a way of perceiving the learning effectiveness of theoretical concepts.

## 8. ATTENDANCE

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

## 9. CONTACTS AND OFFICE HOURS

Contats [nelsonoliveira@ipg.pt](mailto: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

<p>POLI</p> <p>ESCOLA SUPERIOR</p> <p>EDUCAÇÃO</p> <p>COMUNICAÇÃO</p> <p>DESPORTO</p> <p>TÉCNICO</p> <p>GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b></p> <p>PED.012.03</p>
--	-----------------------------------	--

**DATE**

**September de 2023**

**SIGNATURES**

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

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)