

<b>POLI</b> ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO  <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.012.03
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<i>Course</i>	<b>Communication and Public Relations</b>					
<i>Subject</i>	<b>Sociology of Communication</b>					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	2nd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 108	Contact: 52,5	<i>ECTS</i>	4
<i>Professor(s)</i>	Maria de Fátima Saraiva da Silva Costa Bento					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	(select)	<b>Professor Coordenador Joaquim Manuel Fernandes Brigas</b>				

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

Develop a critical awareness and constant problematization vis-à-vis the knowledge and everyday experiences of social reality.

Understand modern society as various systems of communication.

Analyze the relationship between communication and society in a critical perspective.

Examine the socio-political and cultural influence of the media.

### 2. PROGRAMME

- 1- The improbability of communication: communication as a sociological and social problem.
- 2- Forms of sociability and communication models: traditional, modern and reticular.
- 3- Towards the critical analysis of communication (or communicative society?): There is a margin for man oeuvre (D. Wolton); Communication utopia (P. Breton); technology and society (J Ellul); Television and democracy (Popper and Condry); Media and Culture (R. Rieffel).
- 4- The media and the effects problematic: from the behaviorist perspective (theory of total effects and limited effects) to the recent critical and cognitivist perspective: theory of scheduling, social distribution of knowledge, spiral of silence, the social construction of news and criticism of “old” and “new” media.
- 5- Socio-political communication: social functions and ideological domination exercised by the media; societal complexity, public opinion and the media; the problem of public space; audiences.

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### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This unit aims to offer a coherent overview of the contribution of Sociology to the understanding of society as a communication system. Our aim is to generate a critical sensitivity and constant questioning towards knowledge and everyday experiences in a scientific perspective of social reality.

Thus we start by pinpointing some notions and sociological approaches relevant to the communication field. Then we examine, in the double perspective of laboratory and observatory, and the methodologies used for this purpose, the importance of the media and the influence that the media have in the configuration of contemporary societies.

### 4. MAIN BIBLIOGRAPHY

Cardoso, G. *et al.* (2005). *A Sociedade em Rede em Portugal*. Porto: Campo das Letras.

Castells, M. (2002). *A Sociedade em Rede*. Lisboa: Fundação Calouste Gulbenkian.

Maigret, É. (2010). *Sociologie de la Communication et des Médias*. Paris: Armand Colin.

Espinar, E. *et al.* (2006). *Introducción a la Sociología de la Comunicación*. Alicante: Publicaciones Universidad de Alicante.

Rieffel, R. (2003). *Sociologia dos Media*. Porto: Porto Editora.

Silvestre, M. (2011). *Sociologia da Comunicação*. Lisboa: ISCSP.

### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The core methodology applied aims to introduce students in the theoretical and practical dimensions of the issues to be addressed, instilling a coherent overview of knowledge and processes of communication Sociology. We will encourage the involvement and individual initiative and collective reflection. Among the methods used we include: interactive lectures, individual and group work, encouraging research and individual and collective problem solving. We will use the following as learning tools: diagrams on the board, slide projection, multimedia, texts from different sources for reflection and discussion.

The summative continuous assessment is defined by the following elements: a) a written test, which will assess the theoretical and practical components of the course (40%) b) Research work carried out in group with presentation and discussion (50%); c) Oral and written syntheses written during class (10%).

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## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Students should acquire and develop the following skills: integration, analysis, criticism and mobilization of all available information and knowledge of the process of research in communication sciences. For this to be achieved, the lectures are primordial, because students learn the results of research and analysis on various sources of relevant technical and individual and collective reflection on them. The focus is on scientific articles produced in this area of knowledge, using different and complementary methodologies. The students should improve their cooperative, communication, interrogative and argumentative skills, indispensable to their future as Communication and Public Relations Professionals.

## 7. ATTENDANCE

For students who opt the continuous assessment process, attendance is mandatory for at least 50% of contact hours.

## 8. CONTACTS AND OFFICE HOURS

E-mail: [fbento@ipg.pt](mailto:fbento@ipg.pt) Gab.1.1 telephone: 271 220135 (ext. 5205)

Monday – 16-18h

Tuesday – 14h 30m – 17h 30m

Wednesday– 12h 30m – 13h 30m

**DATE**

**18 de setembro de 2023**