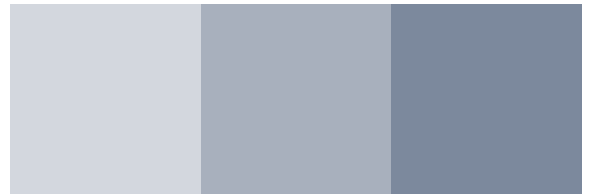
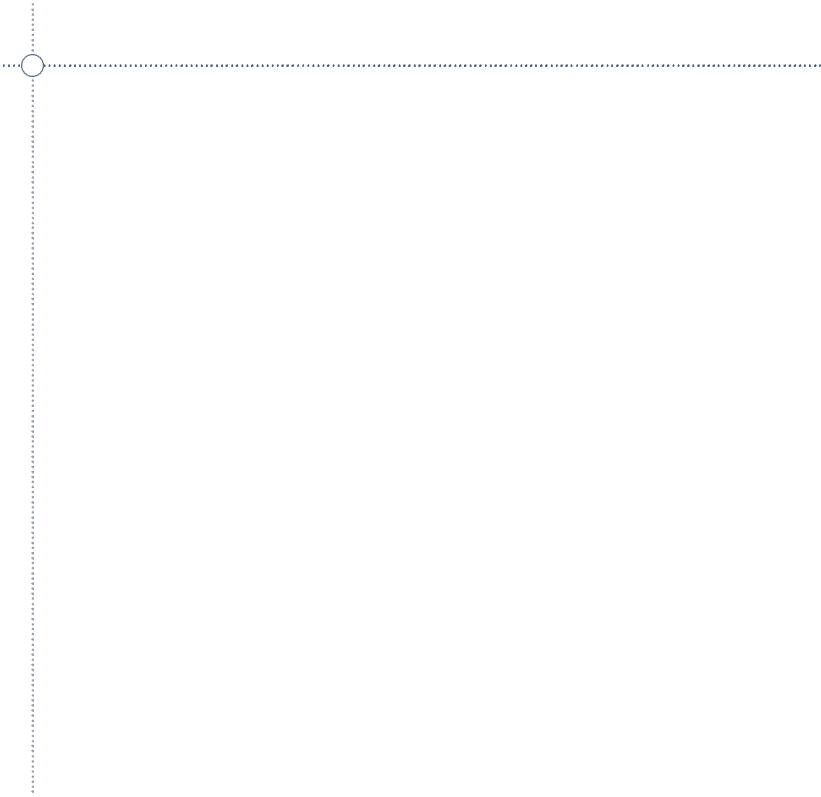


Courses

courses



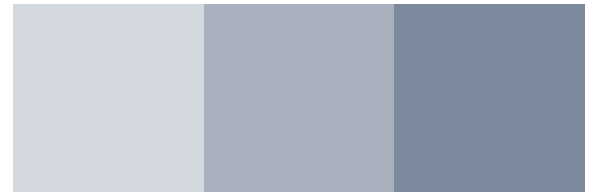


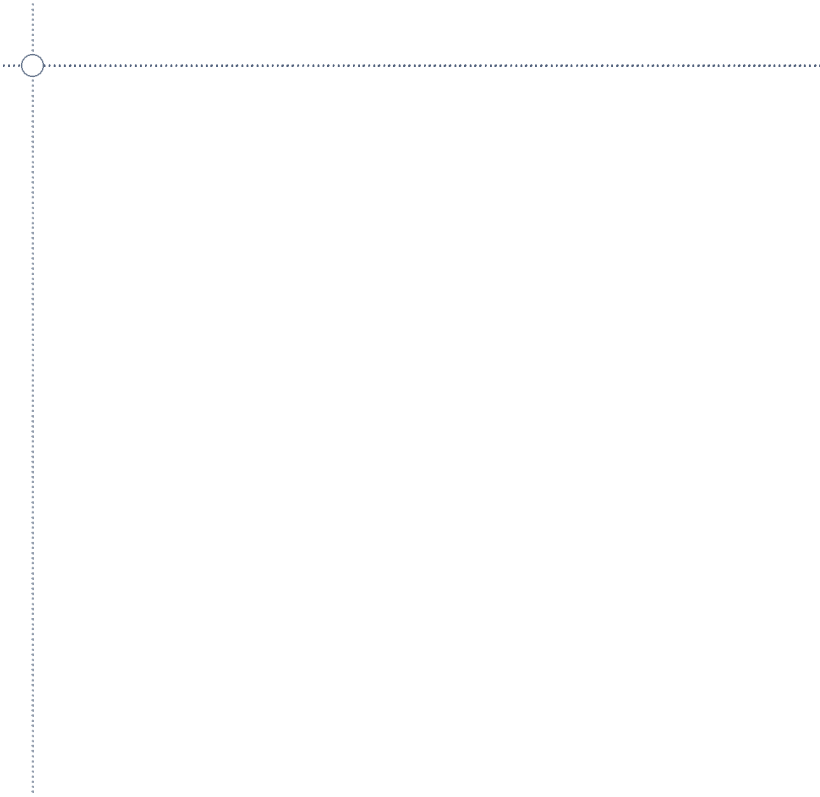
NOTE

CE offers a list of 20 optional disciplines (3,5 credits each), valid for all courses. Please contact the college for further information.



Social Communication







Social Communication

Year I



Discipline

Communication and Expression

Year

1

Semester

A

Hours/Week

T

1

TP

2,2

P

S

Credits

9

Course

Social Communication

Optional

Compulsory

x

Teacher

Carla Cibele Figueiredo, Carlos Xavier, Fernando Casaca, Margarida Rocha, José Victor Adragão

Aims

To be able to receive and integrate, from a critical point of view, different types of communication: linguistic, plastic, dramatic and musical. To be able to interrelate and co-operate interpersonally and inter-culturally. To be able to develop an effective and creative communication. To be able to develop a project, interconnecting the different types of communication.

Syllabus

This discipline is composed of five subjects: Interpersonal Relationships, Portuguese Language, Plastic Expression, Dramatic Expression and Musical Expression.

Practical Work/
Laboratory

Each subject, both that of "Interpersonal Relationships" and the "Expression" subjects, is organised on the basis of practical exercises of critical analysis of patterns and of the creative production of communicative situations.

Methodology

Large group and small group work. Sessions with the involvement of all the students and teachers. Group sessions.

Bibliography

This being essentially a discipline aimed at developing communication skills, there is no general basic bibliography. Each teacher suggests, case-by-case and according to the students' demands, supporting materials, bibliographic or not.

Assessment

Involvement of the students in view of a formative assessment according to each subject. Development of a project work. At the end of the year, production of a work of critical analysis from a cultural point of view, to enable the final synoptic assessment.

Discipline

Contemporary History

T TP P S

Year 1

Semester A

Hours/Week

2,5

Credits

7

Course Social Communication

Optional

Compulsory

X

Teacher

Albérico Afonso

Aims

To contribute to the comprehensive education of citizens and to the creation of democratic values. To encourage awareness of the evolution of Europe and Portugal from the beginning of the century to the present time. To stimulate conscious and founded forms of intervention based on the surrounding socio-economic and cultural reality, as a factor of one among many communities.

Syllabus

Part I - The 1st Republic: From the crisis of monarchic liberalism to the fall of constitutional monarchy. The new republican political system. Portugal and the First World War. The Russian revolutions in a war-struck Europe. Sidonism. The monarchic insurrections – The restorationist attempts. The republic and the working class movement.
Part II - The New State: Portuguese society in the 30's and the international scene. From military dictatorship to the New State. Establishment of the regime. The Legal and constitutional system of the "New State". Economy and society - Portugal at the dawn of the 30's. From the consolidation of Salazarism to Marcelism: a long way with a few incidents.
Part III - From The Military Coup To The Revolution
Part IV - Portugal In The Context Of The European Development

Bibliography

Part I: - António Reis (coord.) Portugal Contemporâneo, Vol. III, Ed. Alfa - José Mattoso (coord.), História de Portugal, vol. VI, Ed. Circulo de Leitores, Lisboa. 1994
Parts II and III: - F. Rosas e J. M. Brandão de Brito (coord.), Dicionário de História do Estado Novo, Vol. I e II, Ed. Bertrand, Lisboa, 19096/1997.

Assessment

Comment on a text (max. 2 pages) or reading card. Two accounts produced in the classroom on texts assigned by the teacher. A comment on one of the topics of the program. A monographic work on an issue of Local History (max. 15 pages). These works will always be presented orally in the classroom, on dates to be established. An overall assessment of each student will be made on the basis of the above-mentioned works as well as of all their accounts and general involvement in the theoretical lessons.

Discipline

Foreign Language

T TP P S

Year 1

Semester S

Hours/Week

1

2,9

Credits 5

Course Social Communication

Optional

Compulsory X

Teacher

Francesco Esposito, Helena Camacho, Suzanne Reichenstein

Aims

To contribute, together with the other areas of the curriculum, to the cognitive, emotional and socio-cultural development of the students. To prepare students to search, understand and convey information according to their professional interests and requirements, through the use of a foreign language. To develop linguistic skills, both oral and written.

Syllabus

The thematic syllabus corresponds to the students' area of study and will be arranged according to the interests shown, in the different languages. Among the main topics are the development of the media in the United States, Great Britain and France; the journalistic genres and the portrayal of women and minorities in the media. The linguistic syllabus to be studied will be selected according to the activities/tasks, without separating form from function. The approach to the syllabus is carried out in a cyclic view of consolidation and progressive expansion, taking into account the different levels of knowledge of the foreign language among the students.

Methodology

The lessons will be practical, integrating large group work, pair work and individual work. There will be a concern to compensate oral expression with written comprehension and expression. The students are expected to take part in the selection of the activities and in the choice of the topics.

Bibliography

The bibliography will be discussed with the students and will integrate, aside from the grammatical and lexical reference books in the languages studied, a set of texts published in the various means of social communication.

Assessment

The assessment may include tests, individual or group work and also the preparation of a portfolio.

Notes

In their curricular plan, the students of Social Communication must complete two years of Foreign Language, choosing two among those proposed and presented to them each year.

Discipline Intercultural Activities

T TP P SE

Year 1 Semester S Hours/Week 2,2 Credits 4

Course Social Communication Opcional Compulsory x

Teacher Ana Cristina Figueira, Elena David, Patrícia Argüello, Teresa Marques

Aims The main aim of this discipline is to develop, in the students, skills of reflection over practice, providing them with the capacity of innovation and self-training, taking into account the ethical and deontological issues. These skills imply the ability to analyse situations, identify obstacles and problems of the social, cultural and economic environment and to suggest solutions to overcome them. They also imply the need to analyse and decide, to assume risks, recognise potential mistakes and identify training requirements.

Syllabus Education and socialisation. The limits of Education. Formal and informal education. Educational contexts. Relational dynamics. Interpersonal relationships: group work - team work. Analysis of community life. Intervention in the community: methods and tools of observation and data collection; formulation of a proposal of educational intervention.

Practical work/ /Laboratory At the end of the first semester, the students, divided in groups of 7 or 8, will spend 4 days in different communities of the district of Setúbal. The students will then carry out work that, from an educational point of view, attempts to identify the host community. Possible solutions to overcome the problems observed are discussed and suggested.

Methodology Taking into account the main aim, which is the being of the student, the intention is to develop a decentralised vision of education, discussing roles assigned to the person, the School and Education. Following this deconstruction is the development of a professional identity, based on the reflection upon the personal interests of the students and their educational background, as well as their individual educational, social and community needs. The methodology used favours the students' involvement in the classroom. The creation of a suitable relational atmosphere attempts to compare the students, through successive debates and individual or group work, whereby students are confronted with certain educational paradoxes and dilemmas.

Bibliography CANÁRIO, Rui (Org.) (1995) - Escola rural na Europa. Setúbal: Instituto das Comunidades Educativas.
 DELORS, J.; et. al. (1996) - Educação - Um tesouro a descobrir. Relatório para a UNESCO da Comissão Internacional sobre Educação para o séc. XXI. Porto: ASA.
 ESPINEY, Rui d' (Org.) (1994) - Escolas isoladas em movimento. Setúbal: Instituto das Comunidades Educativas.

Assessment Owing to the participative methodology used, the assessment takes into consideration the whole work carried out by the students in the course of the semester, both oral - in the classroom - and written, through products such as summaries or critical reviews of texts. The report on the training carried out at the end of the semester constitutes the most important work for the final assessment.

Discipline

Introduction to Sociology

T TP P L

Year 1

Semester A

Hours/Week

2

Credits 6

Course Social Communication

Optional

Compulsory X

Teacher

Fernando Almeida

Aims

To facilitate the understanding of the characteristics of the present societies as contexts of change and permanence. To enable the identification of the social processes of development of the specific cultural characteristics and of globalisation of the present world. To develop the knowledge and the use of the basic conceptual and methodological tools of Sociology. To develop skills of observation and of critical reflection upon the social reality. To contribute to the integration of young people in society as intervening citizens. To develop a positive attitude towards Science and scientific activity. To encourage interest in knowledge and research. To promote understanding and tolerance towards cultural and social differences.

Syllabus

Description of the social reality through social reality itself/ Sociology in the context of Social Science. Social regularities and social singularities. Social determinations and the meanings of social action. Familiarity with the social reality, practical knowledge and development of sociological knowledge. From observation to validation: the theoretical and methodological approaches of Sociology. The scientific procedures in sociological practice: the distancing from common sense and from ideologies. Creation of identities and social relationships: Socialisation and cultural standards. Social roles and identity references: Social grounds and statutes; Communities and groups. Identities and collective action: Social strategies and interests. Social action and structure: The social activities. Social stratification: Dimensions of social stratification and mobility. Arrangements, class positions and ways. Social actors, roles and interaction. Social systems and modernity. Reproduction and social transformation: Institutions and production of society; Power, social control and organisations. Society and Space: The social development of urban and rural spaces.

Methodology

The order of the lessons assigned to this discipline will respond to the needs resulting from the collective reflection upon and analysis of the topics included in the syllabus of this discipline, with a view to articulate the different theoretical contributions proposed with the experience of the students as regards the regional and national social realities.

Bibliography

BARRETO, António (Org) – A Situação social em Portugal. Lisboa: Instituto de Ciências Sociais.
COSTA, António F. – O que é a Sociologia. Lisboa: Difusão Cultural, 1992.
SEDAS NUNES, A. – Questões Preliminares sobre as Ciências Sociais. Lisboa: Presença, 1977.

Assessment

The students will be subject to continuous assessment, which will lead to two quantitative assessments: Test; Oral presentation, in the classroom, of a previously assigned topic.

Discipline

Research Methodologies and Information Management

T TP P L

Year 1

Semester A

Hours/Week

1

2,2

Credits

9

Course Social Communication

Optional

Compulsory

x

Teacher

Conceição Brito, Fernando Pinho, João Torres, Marta Alves, Patrícia Arguëllo, Teresa Marques

Aims

This discipline intends to: create awareness of the impact of the information society; encourage the critical interpretation of the media; encourage familiarisation with the TICs and a number of its applications; encourage the adoption of different languages; develop skills in the domains of selection, research, management and handling of information; develop skills in the domains of team work for the development and management of projects; develop communication skills with resort to different media; integrate and use different forms of communication.

Syllabus

Documentation: documentary research – contact with the CRE, data localisation, data collection; reading cards – methodology of data collection, production of secondary documents; formal management of data – careful presentation of written works, formal aspects and aspects of contents, reports, oral presentation of written works; reference of the documents.
Education for the Media: Image interpretation(s); Critical analysis of the media; Oral communication and visual media; Retroprojection as an auxiliary of communication; Photographic process: audio-visual editing and records; Audio: sound editing and records; Video: video editing and records.
Information and Communication Technologies: information society - indicators and impacts; multimedia applications – analysis and assessment; Internet as a means; computer tools in the development of work projects: text edition and image integration of different media; data analysis, graph diagrams and presentation on spreadsheets; electronic presentation and production (slide show).

Methodology

In the course of the working sessions, debates will be held and group work, demonstrations, previews and guided tours will be carried out. The work projects will be developed throughout the year in groups of four students (2 per computer), on the basis of topics suggested by the teachers. At the same time, the students will carry out integrating works of the knowledge/skills that this discipline aims at developing, such as the use of the different computer tools included in the program; video, photography, retroprojection and documentation.

Bibliography

PESSOA, Ana Maria - Como fazer um trabalho escolar: da pesquisa à apresentação dos dados. Setúbal: Escola Superior de Educação, 1991
POPPER, Karl CONDRY, John— A Televisão: Um perigo para a democracia. Lisboa: Gradiva. 1995
MONTEIRO, Nuno Pereira (1999) — Democracia electrónica. Lisboa: Gradiva, Fundação Mário Soares.

Assessment

The continuous assessment of the discipline will be carried out in the course of the year, through direct observation of the work produced by the groups. There will be 3 major occasions for the appreciation and assessment of the development of the projects, which will be presented publicly. Moreover, students will be subject to a test that will constitute another item of assessment of the discipline.

Discipline

Science, Culture and Society

T TP P L

Year 1

Semester A

Hours/Week

1

2,2

Credits

9

Course Social Communication

Opcional

Compulsory

x

Teacher

Amélia Rosa, Catarina Delgado, Graciosa Veloso, Luís Rodrigues

Aims

This discipline is common to all the courses of this school and integrates the subjects of History, Culture and Society, Science, Technology and Society and Mathematics, Culture and Society. In the development of the learning potential of the students, one of the skills considered essential for the practice of a profession appears to be mainly:
To be able to acquire the knowledge - conceived as complex and historically established formulations, to examine them and to use them according to specific requirements and issues, complying with ethical and deontological principles.

Syllabus

Natural Environment of the District: Topographic and climatic characteristics, Geomorphologic aspects, Biological variety (fauna and flora). Social Environment of the District: Historical, demographic, economic and political aspects, social and cultural characteristics, social dynamics and issues. Human population and demographic dynamics. Concept of system and the systemic approach. The Natural Ecosystems. Urban Environment and Rural Environment. The intervention of man in the natural and social environments. The nature of mathematical activity. Events in the history of Mathematics. Solution of problems that enable the critical interpretation and understanding of Mathematics underlying different situations of reality. The production of human knowledge in the understanding of the social and natural environment.

Methodology

Greater consideration will be given to the active methodologies that, involving the students individually or in group, favour the creation of knowledge based on a historical and philosophical reflection upon the nature of science and also, on the exploration of different problematic situations. The activities to be carried out in the three subjects that integrate this discipline, the program of which will be handed out during the first sessions of each subject, are organised according to major integrating topics, through a perspective of articulation of the conceptual and methodological tools developed in each one of the subjects and valuing the knowledge already acquired by the students through their life experience.

Bibliography

ABBOT, E. - Flatland: O Pais Plano. Lisboa: Gradiva, 1993.
CORREIA, Francisco Nunes, "Alguns Paradigmas Ambientais" in "Ambientes e Ambientaismos", in Portugal Hoje, Lisboa, INA, 1995, pp. 135-140.
ENZENSBERGER, H. - O Diabo dos números. Porto: Edições ASA, 1998.

Assessment

The following items will be assessed in this discipline: A group work on a research topic/issue to be presented orally in the classroom; A comment and discussion of a text (in group); An essay on the solution of a problem (individual); A test; Self-assessment cards (individual) reporting the students' involvement in the tasks carried out in the classroom
The parameters, criteria and tools of assessment will be provided in due course.

Discipline		Mathematics							
				T	TP	P	S		
Year	1	Semester	S	Hours/Week	1	2,9		Credits	5
Course	Social Communication				Optional			Compulsory	X
Teacher	Catarina Delgado								

Aims

To master basic concepts of Mathematical Logic. To encourage a critical approach in the formulation and interpretation of different types of argumentation. To become acquainted with the object of Statistics. To master basic concepts of Descriptive and Inferential Statistics. To encourage a critical approach in the interpretation of statistical studies. To apply the knowledge acquired to real life situations.

Syllabus

Mathematical Logic: Historical evolution. Propositions and designations. Logical value of a proposition. Logical operations over logical values. Truth Charts. Properties of the logical operations. Syllogisms. Polysyllogisms. Deduction and implication. Deductive theories. Properties of the logical operations over conditions. Quantifiers, properties of quantifiers. Second laws of De Morgan. Properties of formal implication and of formal equivalence. New types of syllogisms.
 Statistics: Historical evolution; Descriptive Statistics and Statistical Inference; statistical characters; population and sample; sampling techniques. Data management and interpretation: frequency charts; bar charts, frequency polygons, sector charts, pictograms, diagram of separate frequencies. Measures of localisation. Diagrams of extremes and quartis. Measures of dispersion. Joint analysis of the average value of the standard deviation. Normal distribution. Analysis of linear regression and correlation. The logic of the Statistical Inference process.

Methodology

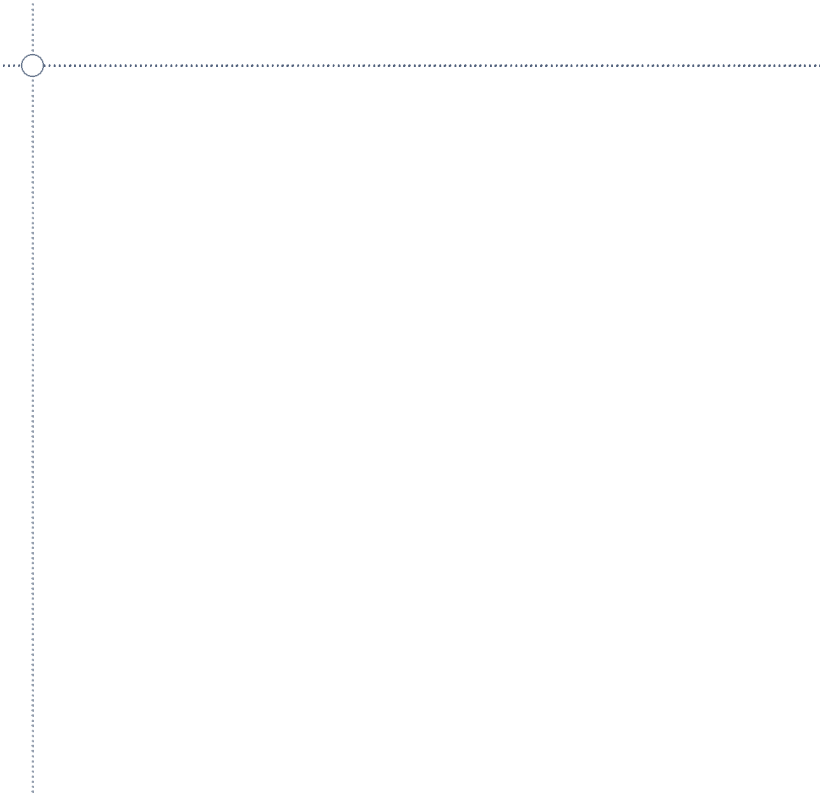
In line with the above-mentioned aims, individual and group work will be appreciated. The syllabus will be studied in different ways, always taking into consideration any ideas that the students may have and attempting to resort to daily situations.

Bibliography

Clegg, Francis (1995). Estatística para todos. Lisboa: Gradiva
 Guzmán, Miguel e José Colera. (1989). Matemáticas: Anaya.
 Levin, Jack. (1987). Estatística Aplicada às Ciências Humanas. São Paulo:
 Lopes, Ana et al. (1990). Actividades Matemáticas na Sala de Aula. Lisboa: Texto Editora
 Harbra. (Trabalho original em Inglês, publicado em 1987, 2ª edição, traduzido por Sérgio Costa).

Assessment

Two assessment criteria will be used: Formative. Being continuous, it will attend to readjustments to be included in the teacher's or students' role; Synoptic, for which two synoptic tests will be carried out individually.





Social Communication

Year II



Discipline

Audio-visual Technologies and Languages

Year 2

Semester A

Hours/Week

T TP P S

1,5 1,4 1,3

Credits 11

Course Social Communication

Optional

Compulsory x

Teacher

Helder Duarte, Margarida Graça

Aims

To stimulate the critical interpretation of images. To develop the aesthetic sense, creativity and autonomy. To encourage the acquisition of basic skills in the domain of certain communication techniques. To produce audio-visual narratives.

Syllabus

The audio-visual sphere and society: Introduction to the history of the audio-visual sphere. The audio-visual sphere today, as a means of communication. Manipulation through the audio-visual. **Theory of image:** Seeing; Image interpretation; Image construction; Light; Still image and movement in the image; Time and space in image; Frames; Movements; Composition; Theory of editing. **Techniques and equipment applied to image:** The camera; The video camera; Optics; Image capturing; Image manipulation; Issue. **Theory of sound:** Hearing; Sound interpretation; Sound capturing; Sound and image. **Techniques and equipment applied to sound:** The microphone; Equipment for sound handling; Sound recording; Sound/image synchronism. **Filmstrip and video production:** The script; Production; Directing.

Practical work/
/Laboratory

Practice of the Camera; Practice of the Video/Audio equipment; Making a filmstrip; Making video programs: Outside the studio - interview, report and documentary - In the studio: interview and debate.

Methodology

Throughout the working sessions, debates, group work, equipment demonstrations and viewing of audio-visual documents will take place.

Bibliography

BETTON, Gérard – História do Cinema.Lisboa:Europa América,1989. (Cota na ESE SET.:791.43 BET-HIS)
MILLERSON, Gerald – Técnicas de realización y producción en televisión.Madrid:IORTV,1996.
PLANQUE, Bernard - Le livre du diaporama. Paris: B.Planque, cop.1988. (Cota na ESE SET 778.25 PLA-LIV)

Assessment

Assessment will be based upon records of observation, tests and the analysis of the documents produced. Attention will be given to the following items of assessment: assiduity; involvement in the development of working sessions; co-operation in the work group; quality of production.

Discipline		Economy and Development								
Year	2	Semester	S	Hours/Week	T	TP	P	S	Credits	5
Course	Social Communication				Optional		Compulsory		X	
Teacher	Margarida Miranda									

Aims

To recognise and be aware of economic concepts that contribute to the understanding of the inter and intrasocietal dynamics. To decode the economic language conveyed in different media of social communication. To gather, organise and handle information. To associate local issues with international issues, highlighting interactions and interdependencies. To analyse the implications of certain economic policies in the daily life of contemporary Man. To develop a critical approach toward information, confronting different conceptions and justifying argumentation.

Syllabus

Economic sphere of social life: identification of concepts and definition of relationships between concepts. Theoretical patterns of reference: (reference: Adam Smith). Characteristics of the economic laws. Problems of the current World Economy.

Methodology

Preliminary and complementary hearing of the students' conceptions and of the social roles of the group. Comparison between the roles and the interests of knowledge (individual and group) with information on arrangement and questioning. Creation of spaces for individual and group incentive, resorting to the creative transformation of the information received, in a view that is as "internal" as possible to the phenomena to be considered and to the realities to be discovered.

Bibliography

NEVES; João César (1994) *Economia*. Lisboa: Difusão Cultural, col. O Que É?
 MURTEIRA, Mário (1995) *Economia Mundial. A emergência de uma nova ordem global*. Lisboa: Difusão Cultural, col. O Que É?
 MURTEIRA, Mário (1997) *Economia do Mercado Global. Ensaio sobre condicionantes Mega e Macro das Estratégias Empresariais*. Lisboa: Ed. Presença, Nova Série: Gestão, nº 5.
 ESTEFANÍA, Joaquim (1995) *A Nova Economia*. Lisboa: Ed. Presença, col. Pontos de Referência, nº 6, 1996.

Assessment

Written test, weighing upon the level of knowledge of the basic concepts mentioned in point 1 of the Syllabus. Respective importance: 50%. Expected date: mid-semester.
 One of the following 2 options: Written test, weighing upon the level of knowledge of the problems mentioned in point 2 of the Syllabus. Respective importance: 50%. Expected date: last week of classes of the semester; Analysis of a problem/scientific article (identifying its economic sphere), to be developed in small group or individually. Oral presentation, discussion with the class-group and delivery of the written work (summary of 4 to 6 pages).
 Respective importance: 50%. Expected date: throughout the 2nd half of the semester.

Discipline

Foreign Language II

Year 2

Semester S

Hours/Week

T TP P S

1 2,9

Credits 5

Course Social Communication

Optional

Compulsory X

Teacher

Francesco Esposito, Helena Camacho, Suzanne Reichenstein

Aims

To contribute, together with the other areas of the curriculum, to the cognitive, emotional and socio-cultural development of the students. To prepare students to the search, understand and convey information according to their professional interests and requirements, through the use of a foreign language. To develop linguistic skills, both oral and written.

Syllabus

The thematic syllabus corresponds to the students' area of study and will be arranged according to the interests shown in the different languages. Among the main topics are the development of the media in the United States, Great Britain and France, the journalistic genres and the portrayal of women and minorities in the media. The linguistic syllabus to be studied will be selected according to the activities/tasks, without separating form from function. The approach to the syllabus is carried out taking a cyclic view of consolidation and progressive expansion, taking into account the different levels of knowledge of the foreign language among the students.

Methodology

The lessons will be practical, integrating large group work, pair work and individual work. There will be a concern to complement oral expression with written comprehension and expression. The students are expected to take part in the selection of the activities and in the choice of the topics.

Bibliography

The bibliography will be discussed with the students and will include, apart from the grammatical and lexical reference books in the languages studied, a set of texts published in the various means of social communication.

Assessment

The assessment may include tests, individual or group work and also the preparation of a portfolio.

Notes

In their curricular plan, the students of Social Communication must complete two years of Foreign Language study, choosing two languages from those proposed and presented to them each year.

Discipline	Information Technologies									
Year	2	Semester	S	Hours/Week	T	TP	P	S	Credits	5
Course	Social Communication				Optional			Compulsory	x	
Teacher	Maria do Rosário Rodrigues									
Aims	This discipline intends to: Provide students with the necessary tools for the automatic editing of texts and images, namely for the publication of newspapers, magazines and other articles delivered on paper. Use programs of image editing, text processing and paging. Use tools of image capturing such as scanners and digital cameras. Apply the theoretical knowledge to journalistic production.									
Syllabus	Electronic editing. Computer paging. Insertion of text and graphic components. Digitalisation of photographic images and digital photography. Layout of information on the page. Electronic editing of publications to be printed.									
Methodology	Lessons will be both theoretical and practical, including periods of presentation and reflection with practical works, to be carried out in groups of two students per equipment, based on proposed activities and on the formulation of projects.									
Bibliography	<p>Guia de Utilização do PageMaker</p> <p>Crato, Nonu Paulo, (1992), Comunicação social: A imprensa: Iniciação ao jornalismo, Lisboa: Editorial Presença</p> <p>Pereira, J. E. (1982). Manual prático do jornalismo Lisboa: Editorial Notícias</p> <p>Richaudau, F. (1988). Manuel de Typographie et de Mise en Page. Paris: Editions Retz.</p>									
Assessment	Students will be assessed on the basis of their involvement in the works to be carried out in the classroom and also of the works/projects, based on a newspaper or magazine, that will have to be developed and presented.									

Discipline

Language and Textual Practice

Year 2

Semester A

Hours/Week

T TP P S

1,5 2,2

Credits 9

Course Social Communication

Optional

Compulsory X

Teacher

Isabel Lemos Vieira

Aims

Being a discipline that focuses on text analysis, the main aim of the program is to consider language as a system of socialised signs, thus integrating the notion of text in the light of the main tendencies of modern thought. Owing to the fact that textual practice implies the use of spoken and written language, there is also an attempt to help students improve their language skills and know/use the structure of different types of speech through pragmatic, semiotic, structural and stylistic approaches.

Syllabus

Language, text and speech: Signs, codes and conventions (Contributions of Semiology and Semiotics to the concepts of language, text and speech; Metaphore and symbol). Principles of Textuality. Concepts of speech. Spoken and written uses of language: Relationship between structure and function (Referential, interpersonal, textual functions). A typology of speech (Narrative texts; Appellative texts) Practical work of analysis and text production (Note: this point the program will function as a recurring component)

Methodology

The preferred methodology basically deals with the principles of adult education. Therefore, the research work, carried out individually and in group, and the chosen development of work projects, such as the production and spreading of a school journal; the development of advertising texts (posters announcing events or asking for collaboration, inside and outside the school); preparation and livening of debates on issues suggested by the students, with guests belonging or not to the school; the production and direction of videos. All of these projects enable the development of the ability to solve problems, to analyse and to be concise (critical attitude), creativity and autonomy. These works are to be produced rotationally by all the groups.

Bibliography

Barthes, Roland –Elementos de Semiologia. Lisboa: Edições 70. 1984
Ducrot, O e Todorov, T.- Dicionário Enciclopédico das Ciências da Linguagem.Lisboa: D. Quixote, 1977
Eco, U. –Conceito de Texto.S Paulo: Editora Port. De Livros Técnicos e Científicos, 1984
Greimas, A. e Coutès, J. –Sémiotique: Dictionnaire Raisonné de la Théorie du Langage.Paris: Hachette,1976

Assessment

Assessment will be continuous: it will include participation and the development of practical analytical works, text production and, above all, the assessment of projects carried out. Another object of assessment is to be highlighted: a supervised individual work.

Discipline Sociology of Communication

Year 2 Semester S Hours/Week 2 T TP P S Credits 5

Course Social Communication Optional Compulsory X

Teacher Fernando Almeida

Aims
To understand the communicative phenomena as multidimensional realities and as sociological objects. To become aware of the different theoretical and methodological approaches of Sociology towards communicative realities. To develop analysing skills of the contexts and the practice of communication professionals in an autoformative approach. To analyse communication phenomena in the regional context as an exercise of applying the theoretical and methodological tools of Sociology.

Syllabus
Communication as a sociological object - sociological reductionism and multidimensionality of communication. The Means of Communication: The organisational / business perspective; Speech as a social practice; The professions of communication; The different types of public of communication. Institutional and business communication. Political communication. Advertising Communication and Marketing.

Methodology
The organisation of the lessons will respond to the needs resulting from the collective reflection upon and analysis of the topics included in the syllabus of this discipline, with a view to articulate the different theoretical contributions proposed with the experience of the students as regards the regional and national communicative realities. Consideration will also be given to the students' demands during the preparation and formulation of the works that will be assigned to them.

Bibliography
BAUDRILLARD, - A sociedade de consumo. Lisboa: Edições 70.
CRATO, Nuno - Comunicação social - A imprensa. 4ª Edição. Lisboa: Edit. Presença, 1992. 278 p. 316.7 CRA-COM.
FISKE, John - Introdução ao estudo da comunicação. Porto: Edições Asa, 1993. 268 p. ISBN 972-41-1133-4316. 7(075) FIS-INT

Assessment
In this discipline a systematic assessment of the following will be carried out: Activities carried out by the teacher; The students' involvement in the classroom and in other activities; Works produced by the students. The assessment will depend upon the activities proposed and the principles established in the program. In this way, the final assessment of each student will be based upon their performance, both in individual work and in group work. The individual work will account for 50% of the final grade and the group work for 40%. The remaining 10% corresponds to the individual assessment of each student, according to their involvement in the activities carried out in the classroom.

Discipline

Theory and Patterns of Communication

T TP P S

Year 2

Semester A

Hours/Week

2,5

Credits

7

Course Social Communication

Optional

Compulsory

X

Teacher

Marta Alves

Aims

To know a few theories and standards of communication and their historical, scientific and technological contexts. To understand the conceptual structure of several standards and the evolution of the communicational process. To consider the issue of communication in the global network of the media. To develop a critical line of reasoning that enables an accurate intervention in the practice of a profession and an objective analysis of the media.

Syllabus

Modern notion of Communication – genesis and utopias. Communication and Society. Economic activities linked to the media. The transmitter, the message and the receptor. Contexts of transmission and reception. Communicational Processes. Communicational standards. Cultural Industries, Ideology and Power. Mass Communication. The society of the Media and of Information. Globalisation and Local Reality. Globalisation. Communication Society. People's Society.

Methodology

Methods of active pedagogy will be applied with resort to the teacher's and the students' exposition and discussion of the recurring issues of the program.

Bibliography

BABIN, Pierre, Linguagem e Cultura dos Media, Bertrand Editora, Lisboa, 1993
CÁDIMA, Francisco Rui, História e Crítica da Comunicação
HALL, Edward T., A dimensão oculta, Lisboa, Relógio d'Água, 1986
VIRILIO, Paul, A Velocidade de Libertação, Relógio d'Água, Lisboa, 1997

Assessment

Continuous Assessment – through presence and participation in the discussion. Individual test on a date to be confirmed. Group research work – starting from the raising of questions concerning the media in Portugal. Oral and written presentation.

Discipline	Training I									
Year	2	Semester	A	Hours/Week	T	TP	P	S	Credits	5
Course	Social Communication				Optional	<input type="radio"/>	Compulsory	<input checked="" type="radio"/>		
Teacher	Alcina Dourado									

Aims

To establish a first contact with the companies of social communication with a view to prepare for professional life through active observation. To come to know the organisational structure of the different roles assumed by the agents within a company.

Practical Work/ /Laboratory

Involves all the activities and products carried out throughout the established period and based on the requirements of the institution receiving the trainee.

Methodology

This training period lasts 2 weeks on a full-time basis and it is linked to the training subjects mentioned. It is to be considered as a pedagogy of teaching, alternating between school – work experience.

Bibliography

Frada, João José Cúcio, Guia prático para elaboração e apresentação de trabalhos científicos, Edições Cosmos, 1999
Loff, Ana Margarida Tortadés, Guia prático para a elaboração de currículos e relatórios críticos de actividades, Formasau, 1999

Assessment

Each student will have to make a report on the basis of the guidelines given by the teacher. The report will be assessed in terms of formal aspects such as presentation, accuracy, clarity and objectivity of data, coherence between speech and practice. Assessment will also be based on the information provided by the tutor of the receiving institution.

Discipline

Workshops II

T TP P S

Year 2

Semester S

Hours/Week

4

Credits 5

Course Social Communication

Optional

Compulsory X

Teacher

Alcina Dourado, José Lechner, Manuel Silveira Ramos

Aims

This discipline is based upon practical (group) works of journalism, sound, photography, marketing and other similar fields of the curriculum that prove to be relevant to each year.

Syllabus

The workshop is based on the division of subjects and involves the approach to the following topics: Marketing and Advertising; Introduction to journalism; Sound; Photography; Communication Design

Practical Work/
/Laboratory

Exercises related to each subject.

Methodology

Each subject focuses on an attempt to apply practice, although a brief theoretical introduction to the topic is advisable.

Bibliography

Alberganti, Michel, *Le Multimédia*, Le Monde, Paris, 1997
Albert, Pierre e Tudesq, A.J., *História da Rádio e Televisão*, Editorial Notícias, Lisboa, sd
Breton, Philippe e Proulx, Serge, *A Explosão da Comunicação*, Bizâncio, Lisboa, 1997
Cazeneuve, Jean (Dir.), *Guia Alfabético das Comunicações de Massas*, Edições 70, Lisboa, 1992

Assessment

Each subject will be assessed on the basis of individual/group works and there is also the possibility of carrying out a final work/test.



Social Communication

Year **III**



Discipline

Business Communication

Year 3

Semester A

Hours/Week

T TP P S

1 1,3

Credits 6

Course Social Communication

Optional

Compulsory X

Teacher

Alcina Dourado

Aims

To distinguish the different disciplines of business communication, putting its application in perspective; to understand the company as an organic whole consistent with the context to which it belongs; to know how to deal with the specific codes of business language; to question the communication versus the information (inside and outside) of the company; to know the techniques of actuation applied to different publics and situations; to develop analysis, reflection and critical/creative skill; to deal with the disciplines, techniques and methodologies by adopting the attitude of the communicator.

Syllabus

Introduction to the company. Introduction to the different disciplines of Business Communication. Global communication (Marketing and Strategic planning). Internal and external communication

Practical Work/
Laboratory

A viewing of the audiovisual materials is expected, as are study visits, debates, case studies, exercises and simulations.

Methodology

The use of miscellaneous expository methods is expected, as is the presentation of problems and debate, among others.

Bibliography

Grupo McCann, "Publicidade e Comunicação". Texto Editora, Lisboa, 1991
Nabais, Carlos, "Práticas Administrativas", Ed. Presença, Lisboa, 1991
Zorrinho, Carlos, "Gestão da Informação", Biblioteca de Gestão Moderna, Lisboa, 1991
Bland, Michael, Jackson, Peter, "A Comunicação na Empresa", Biblioteca de Gestão Moderna, Lisboa, 1992

Assessment

The assessment of this subject is intended to be continuous, consisting of a written test, an individual work and the application of exercises for each point of the program or lesson. Consideration will also be given to the following points: attendance, participation and interest shown during classes and group activities; the quality of interventions and skills shown (research, reflection, critical analysis, organisation, group interaction, language used and contributions).

Notes

Consideration will be given to the frequency of attendance, although this is not compulsory and/or eliminating.

Discipline	Law and Deontology of Communication								
				T	TP	P	S		
Year	3	Semester	S	Hours/Week	4			Credits	5
Course	Social Communication			Optional		Compulsory	X		
Teacher	Patrícia Costa								
Aims	Acquisition of basic notions of Law. Acquisition of essential notions of the current legal background that regulates the activities of Social Communication.								
Syllabus	<p>I – Introductory Notions of Law: Concept of Law; essential values and principles. Juridical regulation and the sources of Law. The hierarchy of laws, their interpretation and application. The juridical relation: subject, fact, object and guarantee. Basic principles of Constitutional Law, Civil Law and Criminal Law in terms of Social Communication.</p> <p>II – Social Communication Law: juridical regulation of the press and of the journalistic activity. Constitutional, civil and criminal protection of the rights of personal status; conflicts of rights. Rights, liberties and guarantees in terms of social communication. analysis of the press law; journalist statute; radio law; television law; deontological code of journalists.</p>								
Practical Work/ /Laboratory	Production of a written work on a chosen subject matter.								
Methodology	Joint and individual analysis of practical cases in the classroom (judicial sentences; deliberations of the High Authority for Social Communication; announcements from the Journalists' Trade Union; opinion columns). Theoretical exposition of the subject followed by a session of doubts and debate.								
Bibliography	<p>“Introdução ao Estudo do Direito”, Mendes, João Castro, 1984, lições policopiadas.</p> <p>“Introdução ao Estudo do Direito”, Rebelo de Sousa, Marcelo e Galvão, Sofia, Publicações Europa-América.</p> <p>“Os Direitos Fundamentais na Constituição Portuguesa de 1976”, Andrade, João Carlos Vieira, Almedina, Coimbra, 1987.</p>								
Assessment	Continuous assessment: assessment of the interventions of the students and of their attendance. Production of a theoretical work on a chosen subject matter. Two periodical tests of overall assessment. Final exam.								

Discipline

Methods and Techniques of Social Research

Year

3

Semester

S

Hours/Week

T TP P S

1

2,9

Credits

5

Course

Social Communication

Optional

Compulsory

x

Teacher

Fernando Almeida

Aims

To develop essential knowledge and techniques for the comprehension, use and production of social research.

Syllabus

Social Communication and Research: The paradigm(s) of Social Research; Characteristics of Social Research; Ethical issues of Social Research; Research and professional practice in the fields of Social Communication. **Stages of the research process:** Identification/ /formulation of the problem; Formulation of hypotheses; Revision of the literature; Identification, classification, operationalisation, manipulation and control of the Design variables of research; Data collection (Selection of the sample; Enquiry by questionnaire; Enquiry by interview; Observation; Sources of documentation); Data analysis and presentation of results. **Quantitative studies vs. qualitative studies:** Analytical studies; Analyses of contents; Historical Studies; Life stories; "Status" Descriptive studies; Survey; Experimental studies; Ethn methodologies; Fieldwork; Participant observation

Practical Work/
/Laboratory

Case studies. Research-action.

Bibliography

ALMEIDA, João Ferreira de "A investigação nas ciências sociais". 4.1 edição, Lisboa: Presença, Biblioteca de texto universitário nº 14,1990.
BARDIN, Laurence (1977) "Análise de conteúdo". Lisboa: Edições 70,1994.
Comissão Calouste Gulbenkian "Para abrir as Ciências Sociais". Mem Martins: Publicações Europa-América, 1996.
GHIGLIONE, Rodolphe "O inquérito: teoria e prática. Oeiras: Celta, 1992.

Assessment

In this discipline, students will be subject to continuous assessment, which will lead to two synoptic assessments: Test; Conception and organisation of a social research project.
The final mark of the students will take into account the following criteria: Assiduity and Involvement in the group activities (comments, pieces of criticism, suggestions and contributions): 10%. Works produced: (acquired knowledge; research, reflection and critical analysis skills; clarity and accuracy of language; exactitude and originality): 90%.

Discipline	Multimedia Communication									
Year	3	Semester	A	Hours/Week	T	TP	P	S	Credits	6
Course	Social Communication				Optional	<input type="radio"/>	Compulsory	<input checked="" type="radio"/>	X	
Teacher	João Torres									

Aims

This discipline intends to: Encourage the introduction to the use of telecommunications, in its components of supply and sharing of large volumes of information. To provide students with the necessary techniques for the creation of electronic presentations, namely tools for the creation of Web sites and tools for automatic editing.

Syllabus

Hypertext: Textual information and its management. Connection of texts associated with reasoning processes. Exploration of hypertext documents. The metaphor of navigation. Multimedia: Multimedia and Hypermedia. The web of connections. The importance of its design in the adaptation to the user's different styles of exploration. **Internet:** Its relationship with Hypertext. Basic concepts. Management of information. Data research and downloads from the Internet. Creation and development of pages for Internet research.

Database Management

Exploration of databases: research, reports and forms. Development and maintenance of relational databases.

Methodology

Lessons will be both theoretical and practical, inserting periods of presentation and reflection with practical works, to be carried out in groups of two students per equipment, based on proposed activities and with a view to the formulation of projects.

Bibliography

Woolley, B. (1997). *Mundos Virtuais*, Lisboa: Ed. Caminho
 Negroponte, N. (1996). *Ser Digital*, Lisboa: Ed. Caminho
 Guia de Utilização do FrontPage
 Koch, T. (1991). *Journalism in the 21st Century: online information, electronic databases and the news*. Twickenham: Adamantine.

Assessment

The assessment, for students who choose the attendance option, will consist of two parts: one weighing upon the performance shown in the activities carried out in each subject and the other in the form of an individual test.

Discipline

Political Science and Theory

T TP P S

Year 3

Semester S

Hours/Week

3

Credits

4

Course Social Communication

Optional

Compulsory

X

Teacher

Albérico Afonso

Aims

To promote a scientific education that enables the understanding of the universal and complex nature of political phenomena. To provide tools for the analysis of the national and international political structures in a background of deep changes in the present world. To provide knowledge in the fields of Political Philosophy, in general, and of the History of Political Theories, in particular.

Syllabus

Introduction to Political Theory and Science. Contributions for a diachronic reading of political theories. Contemporary political thought.

Methodology

Theory lessons presented by the teacher.
Promotion of research activities, with tutelage and support from the teacher.
Discussion of a few critical essays produced by the students.
Presentation and discussion of the summaries of the works.

Bibliography

AGUIAR, Joaquim, As funções dos partidos políticos nas sociedades modernas, *Análise Social* nº 107, ICS da Universidade de Lisboa, Lisboa, 1990.
DUVERGER, Maurice, *Sociologia da Política*, Almedina, Coimbra, 1983.
CRUZ, Manuel Braga da, *As Instituições Políticas e os Processos Sociais*, Bertrand, Venda Nova, 1995.

Assessment

Written summary on the results of the research or of the reviews. This work is to be handed in to the teacher. The overall assessment of each student will be based on the above-mentioned works and on the totality of their interventions and general participation in the theoretical lessons.

Discipline	Project								
				T	TP	P	S		
Year	3	Semester	A	Hours/Week	1,5			Credits	4
Course	Social Communication			Optional		Compulsory		x	
Teacher	Alcina Dourado, Fernando Almeida								
Aims	With the Creative Project, students are expected to apply the knowledge acquired throughout their training to a field of their interest, and it is also supposed to be considered as: an individual work of the end of the course, the time to apply and prove the acquisition of a wide variety of facts of knowledge provided throughout the course, the application of the project methodology, the production of an original academic work, the proposal of a solution of, or analytical approach towards a given potentially applicable reality and, therefore, capable of changing that reality, the student's "business card" to be presented to companies, to favour thematic multidisciplinary. The student is expected to have a theoretical explanation, space of reflection and to be creative.								
Syllabus	Project Design. What is the Creative Project. Project Methodology. Written presentation. Oral presentation. Brainstorming. Launching of ideas with individual and group discussion. Definition of specific strategies and methodologies. Individual tutored meetings								
Practical Work/ Laboratory	The student is expected to produce project drafts, followed by the presentation of a pre-project to be discussed with the tutor and possibly reformulated. This work ends with the presentation of the project in its final form.								
Methodology	The raising of problems is expected with case studies, joint reflection, discussion, exercises and the raising of doubts. Also, the Project lessons are expected to have the function of assisting the student with a tutor or as an individual through meetings scheduled between the tutor-teacher and the student.								
Bibliography	Randolph, W. Alan, e Posner, Barry Z., "Planeamento e Gestão de Projectos", Biblioteca de Gestão Moderna, Editorial Presença Quivy, Raymond, e Campenhoudt, "Manual de Investigação em Ciências Sociais", Trajectos, Gradiava Frada, João José Cúcio, "Guia Prático para Elaboração e Apresentação de Trabalhos Científicos", Edições Cosmos								
Assessment	Final assessment foresees the written presentation and oral discussion (in public) of the project, which is compulsory, through a jury composed of three teachers: the tutor of the project under assessment, a teacher who is not involved in the project but is somehow related to its contents and/or subject matter, and the chairman of the jury, who will necessarily be an assistant teacher of this course. The latter will consider the written and oral presentation of each project and also: relevance and interest in the subject for the field of communication, its applicability, quality of edition in terms of style and grammatical/orthographic correctness, the chosen organisation and methodology, use of sources and bibliographical research, quality and coherence of the oral discussion of the project.								
Notes	This is a personal and individual work that may include materials selected and/or produced in the form of attached documents, such as audio/video tapes, foldable leaflets, portfolio, among others. The Project lessons have the function of assisting the student and, in the first session of this discipline, the students must choose the teacher they wish to have as a tutor for their project.								

Discipline

Rhetoric and Argumentation

T TP P S

Year 3

Semester S

Hours/Week

4

Credits 5

Course Social Communication

Optional

Compulsory X

Teacher

Regina Marques

Aims

The aim of the “new rhetoric” is to understand the mechanisms of argumentative thought, owing to the fact that any argumentation is developed according to the audience, in search of its assent and persuasion, which lays in the defence of opinion and of likelihood. In order to support points of view, opinions and ideas and lead the audience to accept them, any communication professional should use their “art of argumentation”.

Therefore, there is an attempt to: Study rhetoric as a new communicational paradigm, in its practical form of production and analysis of written, oral or advertising texts in the present context of global and media Culture; Consider the theory of argumentation a theory of negotiation and of overcoming of conflicts whenever values are involved (from Law to Politics, Artistic, Cinema and Literary Criticism); Become aware of the argumentative power and value of Figures of Speech and Arguments for the techniques of communication; Highlight the importance of rhetoric and of argumentation in the different fields of the media.

Syllabus

Historical aspects of rhetoric — from Greek tradition to the present day; the significance of the revival of rhetoric — its influence on the cultural and social systems with repercussions on the field of the media. The bases of rhetoric. Rhetorical techniques and figures of speech. From rhetoric to argumentation — argumentative speech. Notions of auditorium, audience and public. Arguments according to Perelman. Uses and fields of argumentation. The argumentative text. Persuasive speech and propaganda. The speech of interrogation and of questioning. Logos, ethos and pathos in argumentation

Methodology

An active teaching-learning methodology will be applied.

Bibliography

BARILLI, Renato, **Rhétorique et Culture**, in *Revue Internationale de Philosophie*, 127/128, 1979 (pp. 69-80).
BARTHES, R., **L'Ancienne Rhétorique**, *Communications*, 16, Seuil, Paris, 1970.
BAUTIER, Roger, **De la Rhétorique à la Communication**, P. U. F. Grenoble, 1994.
DURAND, Jacques, **Rhétorique et Image Publicitaire**, *Communications*, 15, Seuil, Paris, 1970.
REBOUL, Olivier, **La Rhétorique**, PUF, Paris, 1986.
ROBRIEUX, J. J., **Éléments de Rhétorique et d'Argumentation**, Dunod, Paris, 1993.

Assessment

There will be an individual test with consultation on a date to be confirmed and a group work on topics chosen from the Program. This will be presented during lessons and its written and oral forms will be assessed on dates to be confirmed with the groups.

Discipline	Speech of the Media								
				T	TP	P	S		
Year	3	Semester	S	Hours/Week	3	1,4		Credits	5
Course	Social Communication			Optional		Compulsory		X	
Teacher	Maria Lucília Marcos								
Aims	To theorise a few basic issues concerning communication. To understand the specific nature of media speech. To stimulate critical appreciation of the media's appropriation of events								
Syllabus	<p>Preliminary issues of Communication Theory: Experience and language; The performing nature of language; Logic of the relation; Heterogeneities of meaning; Unlimited semiotic process; Subject and Communication. The field of the media: Legitimacy; Symbolic visibility; Expressive and pragmatic functions. Event and news: Singularity ("of what happens"), news and comment. New technologies and culture: Mediation and mediatisation; Internationalisation, globalisation and universalism</p>								
Methodology	Lessons of exposition, of consultation, debate and of production of works								
Bibliography	<p>Deleuze, Gilles, 1980, Mille Plateaux, Paris, Minuit Foucault, Michel, 1975, Surveiller et Punir, Paris, Gallimard Lipovetsky, Gilles, 1992, Le crépuscule du devoir, Paris, Gallimard Watzlawick, Paul 1978, La réalité de la réalité, Paris, Seuil (1976) Winkin, Yves (textes recueillis et présentés par), 1981, La nouvelle communication, Paris Seuil</p>								
Assessment	Participation in the classes and production of works								

Discipline

Training II

T TP P S

Year 3

Semester A

Hours/Week

4

Credits 10

Course Social Communication

Optional

Compulsory x

Teacher

Marta Alves

Aims

Contact with the companies of the fields of social communication or in the Communication departments of public or private Institutions and Companies with a view to prepare for professional life through the observation and realisation of personal or collective projects and their relevance in terms of the business parameters.

Practical Work/
Laboratory

Involves all the activities and products carried out in the course of the established period and based on the requirements of the institution receiving the trainee.
Production of individual reports based on the guidelines provided by the teacher.

Methodology

This training period lasts 4 weeks on a full-time basis and is linked to the training subjects mentioned. It is to be considered as a pedagogy of teaching in the alternation between school - active life.

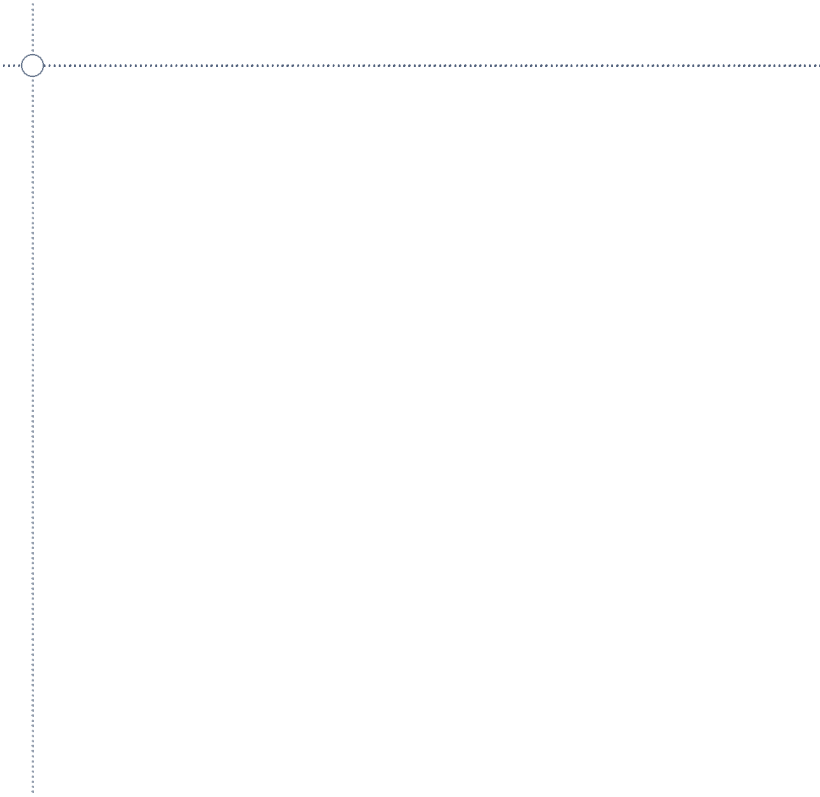
Bibliography

Frada, João José Cúcio, Guia prático para elaboração e apresentação de trabalhos científicos, Edições Cosmos, 1999
Loff, Ana Margarida Tortadés, Guia prático para a elaboração de currículos e relatórios críticos de actividades, Formasau, 1999

Assessment

Each student will have to produce a report on the basis of the guidelines provided by the teacher. The report will be assessed in terms of formal aspects such as presentation, accuracy, clarity and objectivity of data, coherence between speech and practice, and value is given to the critical and reflective skills of the student. Assessment will also be based on the information provided by the tutor of the receiving institution.

Discipline	Workshops III							
				T	TP	P	S	
Year	3	Semester	A	Hours/Week		2,6	Credits	7
Course	Social Communication			Optional	<input type="radio"/>	Compulsory	<input checked="" type="radio"/>	
Teacher	Alcina Dourado, Pedro Brinca, Ricardo Nunes							
Aims	This discipline deals with practical (group) works of journalism, sound, photography, marketing and public relation or other similar fields of the curriculum that prove to be relevant.							
Syllabus	The workshop is based on the division of subjects and involves the approach to the following topics: Public Relations; Radio Journalism							
Practical Work/ /Laboratory	Exercises related to each subject.							
Methodology	Each subject focuses on an attempt to apply practice, although a brief theoretical introduction to the topic is advisable.							
Bibliography	Alberganti, Michel, Le Multimédia, Le Monde, Paris, 1997 Albert, Pierre e Tudesq, A.J., História da Rádio e Televisão, Editorial Notícias, Lisboa, sd Belau, Angel, La radio, introduccion a um medio desconocido, Latina Universitátia, Madrid, 1981 Bernoux, Philippe, A Sociologia das organizações, Rés,							
Assessment	Each subject will be assessed on the basis of individual/group works and there is also the possibility of carrying out a final work/test.							





Social Communication

Year **IV**



Discipline

Conception of Multimedia Projects

T TP P S

Year 4

Semester A

Hours/Week

4,4

Credits 6

Course Social Communication

Optional

Compulsory x

Teacher

João Torres

Aims

This discipline intends to: Provide students with the necessary techniques for the development of electronic presentations. Promote the use of multimedia products intended for the spreading of information. Use computer tools for the collection and handling of image, sound and video. Use tools for the development of multimedia products, mainly authoring programs. Integrate text, image, sound, video and animations in a single multimedia product. Carry out the production of multimedia products, including CD-ROM recording.

Syllabus

Hypertext: Textual information and its management. Connection of texts associated with reasoning processes. Exploration of hypertext documents. The metaphor of navigation.
Multimedia: Multimedia and Hypermedia. The importance of its design in the adaptation to the user's different styles of exploration. Conception and development of multimedia products.

Methodology

Lessons will be both theoretical and practical, inserting periods of presentation and reflection with practical works, to be carried out in groups of two students per equipment, based on proposed activities and with a view to the formulation of projects.

Bibliography

Woolley, B. (1997). *Mundos Virtuais*, Lisboa, Ed. Caminho
 Negro ponte, N. (1996). *Ser Digital*, Lisboa, Ed. Caminho
 Guia de Utilização do Multimedia ToolBook
 Nora, D. (1996). *Os conquistadores do ciberespaço*. Lisboa: Terramar
 Monet, D. (1996). *O multimedia*. Lisboa: Instituto Piaget

Assessment

Students will be assessed on the basis of their involvement in the works to be carried out in the classroom and also of the works/projects that they will have to develop and present.

Discipline	European Studies										
				T	TP	P	S				
Year	4	Semester	S	Hours/Week	3				Credits	4	
Course	Social Communication				Optional			Compulsory			X
Teacher	Luís Carlos Rodrigues										

Aims

This discipline intends to:
Teach the historical evolution of European (non-)development. Identify and take part in today's major European debates. Reflect upon the European (im)possibility (Geographical, social, linguistic, economic and cultural evolution and reality). Define coherent forms of intervention in different professional/other areas

Syllabus

Two essential aspects are taken into consideration for the development of this discipline: the acquisition of knowledge of this area and the awareness of its interdependence with other different scientific areas; the development of skills comprehension and personal intervention as a component of one among many other communities.
The student(s) will carry out activities individually or in small groups.

Methodology

Individual research on a chosen topic, to be carried out in the course of the semester, with regular tutorial support during lessons. This research aims at producing a work that supports the final theoretical reflection, to be presented to the large group.
Enlivening the discussion of a supporting text or other document(s) regarding the topics approached in the classroom. This can be carried out in groups of two students, possibly from different initial fields of study.
Brief comments during the semester, or exam and remaining forms of assessment established in the School's Attendance and Assessment Regulation.

Bibliography

Another minimum bibliography suggested:
DEFARGES, Philippe Moreau - As Relações internacionais desde 1945. Lisboa: Gradiva, 1997
FONTAINE, Pascal - A Construção europeia de 1945 aos nossos dias. Lisboa: Gradiva, 1998
LOURENÇO, Eduardo - O Esplendor do Caos. Lisboa: Gradiva, cop. 1998
- Nós e a Europa ou as duas razões. Lisboa: INCM, imp. 1990

Assessment

This discipline assesses, on a regular and systematic basis, the working processes and the products obtained. The expected final products are: An individual work and Reflection upon a theoretical document.

Discipline

In-Depth Theory of the Models of Communication

T TP P S

Year 4

Semester S

Hours/Week

4

Credits 6

Course Social Communication

Optional

Compulsory X

Teacher

Marta Alves

Aims

The mastering of emerging languages used in multimedia is an essential requirement for all the professionals who wish to work with the on and off line devices. In this way, and with a marked journalistic inclination, there is an attempt to approach, theoretically and practically, the new media, the conceptual tools that compose them, and also the different editorial approaches that have been attempted. The discipline, In-depth Theory of the Models of Communication, is to be considered as a means of approaching the multimedia experiences, observing their theoretical grounds, and also their wide range of contemporary applications.

Syllabus

A path of converging aspects: The new paradigms of communication; New realities, new consumers. Concepts of display in Multimedia: Analogical/Digital, Internet, World Wide Web, Interactivity, Interface, Hypertext, Cyberspace, Cyberculture. Types of Journalism – concepts (Computer-assisted Journalism, On-line Journalism, Digital Journalism). On-line news: News and its theoretical objectives; Digital News – Features of Identity: a) Interactivity, b) Personalization, c) Updating, d) Documentation; Production - construction process of the news; Reading - construction process of the narrative; News - The emerging industry of contents; "À la carte" contents. On-line journalism - case studies.

Practical Work/
Laboratory

Theoretical discussion / Group works carried out in a real environment

Bibliography

ECHEVERRIA, Javier «Internet y el Periodismo Electrónico» <<http://www.partal.com/periodistes/echevarria.html>> (23.6.99)
MCADAMS, Melinda. (1995) "Inventing an On-line Newspapers», Center for Teaching and Technology Georgetown University, Washington DC, <<http://www.jan.ucc.nau.edu/~ipct-j/1995/n3/mcadams.Txt>> (27.06.00)
PÉREZ-LUQUE, M. J. e PEREA, M., «El actual periodismo on-line», in Laboratorio de Comunicación Multimedia Universidad de Navarra, <<http://www.hottopos.com/MirLibro/index.htm>> (14.2.99)
SACK, Warren «Future News: Constructing the Audience Constructing the News» <<http://www.media.mit.edu/papers/future.html>> (27.6.00)

Assessment

There will be two assessment tests at the end of each semester, covering the acquired knowledge and experiences.

Notes

Taking into account the nature of the subject matters to be presented, it is essential that the lessons take place in the Great Computer Room.

Discipline

Interpersonal Communication

T TP P S

Year 4

Semester S

Hours/Week

1

3

Credits

6

Course Social Communication

Optional

Compulsory

X

Teacher

Regina Marques

Aims

To know oneself, to know the body, to know the voice, to know others. To study the relations of proximity, otherness and sociability. To develop skills of self- and hetero-construction of the individual through interaction

Syllabus

Communication: the dimensions of subject, identity and otherness. The issue of space and time. The issue of context and environment. Proxemics. Body language. Conversation
Movement - the anthropology of movements. "Rehearsed", "Mechanised / Automatic" Spontaneous Movements. Facial movements. Relaxation, concentration and meditation. Voice and hearing techniques. The voice and the body in group and in public. Techniques of oral expression without a microphone. Voice dynamics and techniques with a microphone.

Methodology

Expository lessons with practical exercises in small groups.

Bibliography

BELLMAN, Isabel e José Gil, A Construção do Corpo - Exemplos de Escrita Criativa, Porto Editora, 2ª edição, 2001.
FAST, Julius, A Linguagem do Corpo, Ed.70, Lisboa, 1970
MOUSSEAU, Jacques, Un art en perdition: conversation, Communication et Langages, 118, 1998
ROGERS, Carl, A Construção da Pessoa, Ed. Presença Lisboa, 1977.
ROIG, Montserrat, A Voz Melódica, D. Quixote, Lisboa, 1990.
RYNGAERT, Jean Pierre, Jouer, representer, CEDIC, 1985.
STANISLAVSKI, Constantin, A construção da personagem, Civilização Brasileira, Rio de Janeiro, 1986.
TAP, Pierre, La Société Pygmalion, l'Intégration sociale et la réalisation de la personne, Ed. Bordas, Paris, 1988.

Assessment

Considering the working students and others and, given that this discipline has a practical component that demands availability and enthusiasm of participation and training outside class hours in order to achieve the goals, a final practical work is demanded. Texts of reflection/ report of lessons and reading cards on the suggested texts are recommended. The respective deliberation will be discussed with the class at the beginning of the year.

Discipline

New Technologies and Society

T TP P S

Year 4

Semester S

Hours/Week

4

Credits

6

Course Social Communication

Optional

Compulsory

X

Teacher

Margarida Miranda

Aims

To identify frames and signs of the appearance of the Information Society; To analyse the interactions between technological development and the evolution of societies; To assess the social role of the new technologies, in the framework of a sustainable development; To develop a critical analysis capability regarding the evolution of the global society.

Syllabus

Historical context of the appearance of the Information Society; Comparison between the main characteristics of the Industrial Society and those of the Information Society; Social and cultural implications of the new communication and information technologies: changes in the following patterns: energy, training, employment / work, family, methods of production, transport, social movements, ... Directions taken by research and development of the new technologies; The traditional / modern dilemma and the concept of adequate technology, in the developed and developing countries; Information highways, intelligence agents, artificial intelligence and virtual reality; Improvement in the quality of life and social welfare of citizens: prospects of change in Portugal, in Europe and in the World;

Methodology

Research of information, resorting to different sources. Reading, analysis and discussion of documents. Case studies.

Bibliography

CORREIA, Clara Pinto – Clonai e Multiplicai-vos. Verdades e Mentiras. Texto Editora. Lisboa. 1997.
GATES, Bill – Rumo ao Futuro. McGraw – Hill de Portugal. Alfragide. 1995.
GUINEL, Jean – Espionagem na Internet – As Guerras no Ciberespaço. Difusão Cultural. Lisboa. 1997.
LYON, David – A Sociedade de Informação – Questões e Ilusões. Celta Editora. Oeiras. 1992.

Assessment

There is an option, for assessment throughout the semester, that exonerates the student from the final test if he/she has obtained a grade equal to or above 10: Group (maximum of 3 or 4 members) or individual work on one of the problematic NT / Soc. relations, based on theory and to be presented and discussed in group – class and participation in the presentations and discussion of all of the other works in the class.

Discipline	Documentarism and Research								
				T	TP	P	S		
Year	4	Semester	A	Hours/Week	0,5	1,4	1,3	Credits	8,5
Course	Social Communication – Journalism				Optional		Compulsory		
							x		
Teacher	Helder Duarte								
Aims	<p>To learn how to gather and handle journalistic information.</p> <p>To contact record-offices and proceed to the thematic research in the different journalistic media.</p>								
Syllabus	<p>Information Management.</p> <p>General and specialised archive.</p> <p>Press dossier.</p> <p>Records of institutions, public organisations, plans, statistics.</p> <p>Biographies.</p> <p>Production and direction of a short documentary.</p>								

Discipline

Radio Journalism

T TP P S

Year 4

Semester A

Hours/Week

1,4

1,3

Credits 8

Course Social Communication – Journalism

Optional X

Compulsory

Teacher

Pedro Brinca, Ricardo Nunes

Aims

To develop the ability to use the radio as a means of interpretation and intervention in real life. To develop communication skills, as well as memory, accuracy, critical attitude and creativity. To promote a more thorough knowledge of a scientific, technical and humanistic culture that represents a cognitive and methodological support for the continuation of studies, for training and for integration in the active life. To provide the student with a deeper knowledge of the operating methods of the information market, particularly in Radio, and the ways it is used at the service of a communication strategy.

Syllabus

Characterisation and language of the media. Editing technique. Sound and technical resources. Radio product. Tools for radio creation. Communicative codes and radio direction. Production and direction. Directing techniques in radio. Advertising and propaganda. Audience. Production in a radio company.

Practical Work/
/Laboratory

In the radio studio, several simulations of different journalistic genres, columns or programs will be carried out.

Methodology

The course is divided into two parts: one theoretical-technical, focusing on the practical variant for the collection and handling of information, preparation and development of interviews, reports, newspapers and magazines. Interactive method (preferably): Interrogative and expositive. If the minimum technical conditions exist, a simulated practice will be carried out (students work as if they were in a radio station transmitting information and animating broadcasts). A preparatory meeting of the work will be held (editing conference) and, in the end, the results obtained will be analysed (critical hearing or conference).

Bibliography

Belau, Angel - La Radio, Introduccion a un Medio Desconocido, Latina Universitaria, Madrid, 1981
José Javier Muñoz/Cesar Gil - La radio, teoría y práctica, I.O.R.T.v. Madrid, 1997
M. Haye, Ricardo - Hacia una nueva radio, Edit. Paidos. Barcelona, 1995
Martínez Costa, María del Pilar - La radio en la era digital, Edit. Santillana. Madrid.1997
Miguel Angel Ortiz/ Jesús Marchamalo - Técnicas de comunicación en radio. La realización Radiofónica, Edit. Paidos. Barcelona, 1997
Miguel Angel Ortiz - Diseño de programas en radio, Edit. Paidos. Barcelona, 1995

Assessment

During the course, Assessment will be continuous. In May, an class reunion will be held for the assessment of the theoretical knowledge. Activities requiring the integration of knowledge and the application of the learning subject to new circumstances will be developed.

Discipline		Production of Journalistic Text I and II						
				T	TP	P	S	
Year	4/5	Semester	A	Hours/Week		2,6	Credits	8
Course	Social Communication – Journalism			Optional		Compulsory	X	
Teacher	José Lechner							

Aims

On the one hand, the students are expected to use two different times of the training period to learn the techniques employed in the editing of informative and narrative texts. On the other hand, the students are expected to be able to produce interpretative and opinionative texts.

Syllabus

Presentation of the discipline and diagnostic pre-test. Editing of shorts. Titles and titling. Subtitles and subtitling. News editing. Preparation, direction and editing of interviews. Preparation of enquiries. Descriptive techniques/ Editing of profile-type portrayals. Rewriting techniques. General information reporting. The forms of the “Law of alternation” in reporting. Techniques of “Great reporting”. Role and characteristics of opinion journalism. Editorial techniques. News stories and commentary texts. Political analysis and other background articles. The billet techniques. The variants of the “feature”. Editorial politics and “Book of style”. The sources of information. Structuring and planning of the edition. Organisation of the school group in the editing and processing of a newspaper to be published.

Practical Work/ Laboratory

During the last month of the 2nd semester, a newspaper edited by the trainees with the techniques learnt throughout the academic year will be published.

Methodology

Active methodologies with major emphasis on the individual exploratory work produced by the students.

Bibliography

BERGSTROM (Magnus) e NEVES REIS, “Prontuário Ortográfico e Guia da Língua Portuguesa”, 1989, 20ª edição, Lisboa, Editorial Notícias.
 BROUCKER (José), “Manuel Pratique de l’Information et Ecritures Journalistique”, 1995, C.F.J., Paris (França).
 LINDLEY CINTRA e CELSO CUNHA, “Nova Gramática do Português Contemporâneo”, 1984, Lisboa, Edições Sá da Costa.
 REI (J’Esteves), “Curso de Redacção”, I e II, 1995, Porto Editora.

Assessment

Each student must produce at least one article on each journalistic genre included in the curriculum. Text production is expected with a view to preparing an edition to be published. Moreover, the totality of articles will make up the student’s work dossier that will be subject to assessment.

Discipline

Production for the Development of Cultural Industries

Year 4

Semester A

Hours/Week

T TP P S

0,5 1,4 1,3

Credits 9

Course Social Communication – Cultural Communication

Optional

Compulsory X

Teacher

Luís Carlos Rodrigues

Aims

To acquire knowledge for the production of cultural events. To formulate, develop and assess a specific project

Syllabus

Principles and practices of the production of cultural events. Planning: management of human, technical and cultural resources. Planning and management of financial resources: cultural planning. Cultural institutions and social communication. Marketing and popularisation. Cultural patronage. Copyright.

Practical Work/
Laboratory

Preparation and participation in the “Meeting on Thursdays” event

Methodology

The syllabus will be explored through reference to a specialised bibliography, specific case studies and the conception and development of a cultural project during the “Meeting on Thursdays” event.

Bibliography

Deschepper, Jacques, Saber comunicar com os jornalistas, Edições CETOP, Lisboa, 1990
Lendrevie, Jacques, e outros, Mercator, Publicações Dom Quixote, Lisboa
Lloyd, Herbert, Lloyd, Peter, Relações Públicas, Editorial Presença, Lisboa
Reiss, Alvin H., Don't Just Applaud – Send Money: The Most Successful Strategies for Funding and Marketing the Arts, TCG, New York

Assessment

Continuous, weighing upon the students' performance in the activities proposed. Punctual, through the development of a cultural project during the “Meeting on Thursdays” event and research works that lead to the knowledge of the cultural life of a specific environment.

Notes

Students will have access to bibliographic material to be photocopied

Discipline	Cultural Marketing									
Year	4	Semester	A	Hours/Week	T 1,3	TP 1,4	P 	S 	Credits	8
Course	Social Communication – Cultural Communication				Optional	X		Compulsory		
Teacher	Leonídio Ferreira									
Aims	To make the student aware of the importance of culture in the development of the individual. To diagnose the cultural gaps of society. To suggest solutions for the enlivening of cultural production and consumption. To formulate cultural marketing plans suited to each situation and public									
Syllabus	Different concepts of culture. Problems of the Portuguese culture. Analysis of cultural consumption in the “Concelho de Setúbal” (administrative area of Setúbal). Types of institutions capable of producing culture. Cultural marketing strategies: Focused on the product; Focused on the price; Focused on distribution; Focused on communication (Advertising, Public relations, Direct marketing, Sales promotion). Fundraising strategies for the cultural activities									
Practical Work/ Laboratory	Application of a public opinion survey on the cultural consumption in the council of Setúbal									
Methodology	Case studies, study trips, application of a public opinion survey, expert seminars									
Bibliography	Deschepper, Jacques, Saber comunicar com os jornalistas, Edições CETOP, Lisboa, 1990 Dubois, Bernard, Compreender o Consumidor, Dom Quixote, Lisboa Lendrevie, Jacques, e outros, Mercator, Publicações Dom Quixote, Lloyd, Herbert, Lloyd, Peter, Relações Públicas, Editorial Presença, Penteado, J.R. Whitaker, Relações Públicas nas empresas modernas, Livraria Pioneira Editora, Kotler, Phillip, Armstrong, Gary, Principles of marketing, Prentice Hall, 7ª ed., Reiss, Alvin H., Don't Just Applaud – Send Money: The Most Successful Strategies for Funding and Marketing the Arts, TCG, New York									
Assessment	Involvement in the activities proposed – 10%. Practical work to be presented at the end of the year – 30%. Test carried out at the end of the year – 60%									
Notes	Students will have access to supporting material to be photocopied by all those concerned.									

Discipline

Public Relations and Advertising in Cultural Production I and II

T TP P S

Year 4/5

Semester A

Hours/Week

2,6

Credits 6

Course Social Communication – Cultural Communication

Optional

Compulsory X

Teacher

Alcina Dourado

Aims

To provide students with essential organising concepts of the advertising system and of public relations and prepare them for the development of an advertising campaign of cultural products and events. To encourage their awareness of the importance of communication in the development of products, cultural events and public opinion, make them understand the role of communication in cultural production (namely advertising and public relations) among the different types of public and cultural agents, and be able to use the advertising and PR techniques for the setting in motion of action plans of these two disciplines of communication.

Syllabus

Methods of idea formation. Communication system and strategy. Advertising as a component of the communication system and strategy. Advertising - agents, media, agencies; information, seduction, emotion; Identification of cultural products. Market niche strategies for cultural products and by-products. PR and culture: culture and communication; agents, products and events; the aims of PR in a world of cultural products. Introduction to the study of Public Opinion. The relationship with the different types of public: basic notions of Social Psychology; assistance to the public; the relationship with journalists. The tools of PR: basic and compound means of communication. Operational PR: the technique in action

Practical Work/
Laboratory

The viewing of audio-visual material, case studies, study trips, guest lecturer, exercises, simulations and field work.

Methodology

The use of the methods of rediscovery and the presentation of issues and debate are expected, among others.

Bibliography

Deschepper, Jacques, Saber comunicar com os jornalistas, Edições CETOP, Lisboa, 1990
Fauque, Jean-Charles, "Saber Acolher os Clientes", Práticas de Gestão, Publicações Europa-América, Lisboa, 1993
Kotler, Phillip, Armstrong, Gary, Principles of marketing, Prentice Hall, 7ª ed.,

Assessment

This being a practical discipline, the assessment of both subjects is supposed to be continuous, consisting of the following sessions of assessment for each subject: production of group/individual work, application of exercises for each point of the program or lesson and also other sessions of assessment, such as simulations and field work, among others. Consideration will also be given to the following points: assiduity, involvement and interest shown in the classroom and in the group activities; quality of the interventions and skills shown (research, reflection, critical analysis, organisation, group interaction, language used and contributions).

Notes

Consideration will be given to the frequency of attendance, though this is not compulsory and/or eliminatory. A modular approach is used.



Social Communication

Year **V**



Discipline

Transdisciplinary Seminar

T TP P S

Year 5

Semester A

Hours/Week

4

Credits 6

Course Social Communication

Optional

Compulsory x

Teacher

Regina Marques

Aims

To give a chance to consider media issues, comparing them with the public opinion and the different expert points of view. To attempt reflecting upon segmented, but integrated views of knowledge.

Syllabus

Transdisciplinarity. Communication and human rights. Citizenship. The ethics of information. Globalisation.

Practical Work/
Laboratory

Production of written and oral works to be presented individually in the seminar sessions.

Methodology

To work, present and discuss, during the Seminar, multidisciplinary and transversal contemporary topics, focusing on media issues inherent to the public sphere. The students are invited to collect materials from the media as a contribution to the topics.

Bibliography

Mattelart, Armand, "A comunicação-mundo, história das ideias e das estratégias", Edições Piaget, 1997
Nair, Sami, Morin, Edgar, "Uma política de civilização", Edições Piaget, 1997
Wolton, Dominique, "Elogio do grande público, uma teoria crítica da televisão", Ed. Asa, 1994
Revista Communications et Langages

Assessment

Presentation of individual or group works that are consistent with the topics chosen by the students. The assessment will also be based upon participation in the Seminar sessions, both through speech and through the presentation of materials collected from the media.

Notes

Students are expected to attentively observe what happens in the present reality of the media and to use that material to deal with the topics that are being considered.

Discipline	Practice with tutorship								
				T	TP	P	S		
Year	5	Semester	A	Hours/Week			24	Credits	60
Course	Social Communication			Optional		Compulsory		X	
Teacher	Alcina Dourado								

Aims

This is the last link between academic life and professional life. Because of this, the training course of the 5th year implies a definition of the students' prospects, in relation to their fields of interest. Once again, contact with the companies belonging to the field of social communication or within the Communication departments of public or private Institutions and Companies will be essential for an interconnection between the sphere of knowledge and its practical application. This discipline offers the opportunity to present a monograph tutored by the teacher of the discipline in the form of a seminar.

Syllabus

Syllabus for the training course/report: Definition of guidelines for the fulfilment of the training course and the development of the report; Listing of the training report syllabus: well-grounded description of a social communication company/institution/body and of the skills and practices acquired and developed; presentation duly supported by a bibliography.
Syllabus for the monographic seminar: Explanation of the methodological rules for the development of the monographic work; Tutorial supervision of the works.

Practical Work/ /Laboratory

During the training period, the students will have to become involved in the activities of the host company, contributing, whenever possible, to the normal and effective functioning of the work that is carried out.

Methodology

Corresponds to the 1st semester of the curricular activity, and it is carried out during a minimum of 3 months and a maximum of 6 months.

Bibliography

Loff, Ana Margarida Tortadés, Guia prático para a elaboração de currículos e relatórios críticos de actividades, Formasau, 1999
 Barbier, Jean-Marie, "Elaboração de Projectos de Acção e Planificação", Porto, Porto Editora

Assessment

The process of assessment is based on a report previously agreed upon with the teacher in charge of the discipline. The assessment of the report will take into account formal issues (presentation rules, supporting methodology) and contents (accuracy, objectivity, speech construction, sense of criticism and of intervention). This discipline offers the opportunity to present a tutored monograph in the form of a seminar.

Discipline

Photojournalism

T TP P S

Year 5

Semester A

Hours/Week

1,4

1,3

Credits

8

Course Social Communication – Journalism

Optional

X

Compulsory

Teacher

Manuel Silveira Ramos

Aims

To master photographic language and its supporting techniques for photo reporting.

Syllabus

Photographic techniques: Photometry and creative control of the exposures; Lighting and regulating control of contrasts with the use of a portable electronic flash; Photographic optics and development of perspective in the photographic image; Photographic colour.

Photography: constructive synthesis of image, composition and frames; interpretation, objectivity and opportunity.

Photographic criticism: Historical notions of the aesthetical-formal and cultural developments of photography around the world; trends and applications; interaction of the techniques arising from the historical advances of physics and chemistry in the 18th, 19th and 20th centuries.

Practical Work/
Laboratory

Theoretical discussion / Group works carried out in a real environment

Methodology

Expository and demonstrative method. Simulation exercises and practical works. Analysis and continuous and final assessment of the results.

Bibliography

(Only a few of the works suggested)

Sontag, Susan, "Tudo sobre fotografia", Edições 70

Frade, Pedro, "Figuras de espanto", Asa

Almeida, Bernardo Pinto de, "Imagens da fotografia", Assirio & Alvim

Hedgecoe, John, "Manual de fotografia", Circulo de Leitores

Freeman, Michael, "Novo manual de fotografia", Presença

Bresson, Henri Cartier, "America furtivamente", Afrontamento

Sena, António, "História da imagem fotográfica em Portugal", Porto Editora

Assessment

Analysis of portfolios. Assessment of tests.

Discipline

Cultural Promotion and Regional Development

Year 5

Semester A

Hours/Week

T TP P S

1,3 1,4

Credits 8

Course Social Communication – Cultural Communication

Optional x

Compulsory

Teacher

Luís Carlos Rodrigues, Carlos Moreira Cruz

Aims

This discipline intends to link the conceptual debate on cultural heritage, local cultural action and regional development, and respective methodologies and tools, into a flexible whole that enables the functioning of cultural promotion and regional development. Students are expected to be able to: Discuss the role of cultural promotion in regional and local development; Know and apply methods and techniques that identify and increase the value of cultural heritage in the context of regional development; Develop knowledge of the (popular and erudite) cultural heritage of the region of Setúbal; Conceive products and processes that enable cultural promotion in the context of regional development.

Syllabus

Regional Development. Local Cultural Action and Regional Development. Cultural Heritage and Cultural Promotion

Methodology

An active methodology is adopted to encourage the students' involvement. The sessions are based on theory and practice, debates, the production of small individual and group works and a research-action group project involving the topics of the different subjects, with a view to suggest a choice of development for a specific area.

Bibliography

AYDALOT Philippe (1985) - Economie régionale et urbaine. Paris: Economica.
BRAGA, Teófilo (1996) - O povo português nos seus costumes, crenças e tradições. Vol. I e II. Lisboa: D. Quixote.
CONSEJO DE EUROPA/INTERARTES (1999) - Suenos y identidades (una aportacion al debate sobre cultura e desarrollo en Europa). Barcelona: Península.

Assessment

The students' involvement in all the activities carried out in the course of the year is assessed. Particular consideration is given to the group work that goes from the definition of an issue of local development to the development of an integrated solution, based on the technical and scientific contents of the different subjects.

