

Programa | Course Description 2021/2022

Unidade Curricular | *Course Unit*

Sociologia da Comunicação | Sociology of Communication

Código da Unidade Curricular | *Course ID*

COR1.85653

ECTS | *Credits*

6

Ciclo de Estudos | *Level*

1.º Ciclo | Undergraduate

Semestre | *Semester*

1.º Semestre | Autumn Semester

Docente(s) | *Instructor(s)*

Fernando Brissos

Língua de ensino | *Language of instruction*

English

Programa (na língua de ensino) | *Course description (in language of instruction)*

The topics covered in this course are organized into two main lines: the diversity of the objects of study in Sociology of Communication and the complexities of the relationship between media and individuals.

The syllabus is therefore built around two fundamental subjects that allow for the discussion of the current trends of both (i) the academic research on Sociology of Communication, and (ii) the collective perception of the influence of mass media in contemporary society.

1. The Sociology of Communication or the communication in society.
 - 1.1. Academic and non-academic sociology: interdependence between society and communication.
 - 1.2. A historical overview of sociological thinking.
2. The mass media in the 21st century.
 - 2.1. The impact of technological innovations and the state of digital literacy.
 - 2.2. The effect of media on public opinion.
 - 2.3. The role of television and the Internet on the learning process (be it academic or non-academic).

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Avaliação (na língua de ensino) | *Grading and Assessment (in language of instruction)*

Comprising both theoretical and practical lectures, the course adopts nevertheless an essentially practical approach. Students are thus expected to participate actively in class.

The assessment is based on three items:

- (i) a written test = 50% of the final grade;
- (ii) a short paper with oral presentation = 40% of the final grade;
- (iii) classwork = 10% of the final grade.

Bibliografia (selection) | *Readings (selection)*

Esteves, João Pissarra (2016): *Sociologia da Comunicação*. Lisbon: Fundação Calouste Gulbenkian, 2nd edition.

Gasher, Mike, Skinner, David & Lorimer, Rowland (2012): *Mass Communication in Canada*. Oxford University Press, 7th edition.

Turow, Joseph (2020): *Media Today: Mass Communication in a Converging World*. New York: Routledge, 7th edition.