

## **COMMUNICATION SOCIOLOGY**

Degree in Graphical Design

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Code: 13404

Main Scientific Area: Languages and Humanities

Lecturer: Rita Barros Cerqueira Gonçalves

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 40h

ECTS: 4,0

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### **Objectives**

The curricular unit of Sociology of Communication aims to provide to the students a set of knowledge and abilities in the scope of the communication:

1. To understand and to explain the process of interpersonal communication and to identify its functions;
2. Analyze the main theoretical axes of the field of the Sociology of Communication;
3. To interpret with the help of the Sociology of Communication the diverse angles of the social process of production, diffusion and reception of the social process of the production of the communication.

### **Learning Outcomes**

1. To improve the abilities of verbal communication, nominated the effectiveness of the public presentations.
2. To apply the knowledge acquired to the analysis of social and economic phenomenon of the contemporary society.

### **Course Contents**

- 1 – Interpersonal communication
  - 1.1. - Concepts of communication
  - 1.2 - The communication process
    - 1.2.1 - The non verbal messages
    - 1.2.2 - Active listening
  - 1.3 – Communication Abilities
  - 1.4 – Styles of communication

- 1.5 - The communication of emotions
- 1.6 - Anthropomorphization in communication
- 1.7 - Public presentations
- 2. The social production of communication
  - 2.1 - Communication, information and media in modernity
  - 2.2 - Framings for a sociological boarding of Communication
  - 2.3 - Multiple supports of communication
- 3. Communication, Information and Media in the “Information Age”
  - 3.1- Contemporary trends s in the sector of the information and communication
  - 3.2 - Communication, technology and society
  - 3.3- Media, communication and culture
  - 3.4 - Communication, public space, democracy

### **Recommended Bibliography**

- Bitti, P. R. Zani, B. (1993). A comunicação como processo social. Lisboa: Editorial Estampa.
- Cardoso, G. (1998). Para uma Sociologia do Ciberespaço. Oeiras: Celta.
- Cunha, M. P. e, Rego, A., Cunha, R. C. Cabral-Cardoso, C.(2007). Manual de comportamento organizacional e gestão. Lisboa: Editora RH.
- Esteves, J. (2002). Comunicação e sociedade. Lisboa: Livros horizonte.
- Rodrigues dos Santos, J. (1992). O que é a comunicação. Lisboa: Difusão Cultural .
- Wolton, D. (2000). E depois da Internet? Algés: Difel.
- Wolton, D. (1999). Pensar a comunicação. Algés: Difel
- Monteiro Cristina, A. , Caetano J., Marques H., Lourenço J. (2012). Fundamentos de Comunicação. Lisboa: Edições Sílabo

### **Learning and Teaching Methods**

The first major objective of this UC is to understand and explain the process of interpersonal communication and identify its functions, in this sense, chapter 1 aims to develop students' communication skills, namely at the oral level. This chapter will explain what interpersonal communication is and, through dynamics and exercises, it is intended to develop students' individual communication skills.

A second objective is related to knowing how to analyze the main structuring theoretical axes of the Sociology of Communication field, in that sense, in chapter 2 we will present the main theoretical perspectives about the Sociology of Communication. In this chapter, students will carry out a group work on Communication Theories, training specific knowledge on the subject and oral exposition.

The third major objective of this UC is to know how to sociologically interpret the different angles of the social processes of production, diffusion and reception of the social process of communication production, so in chapter 3 topics such as: culture, communication, democracy and power will be addressed, in a current perspective and with theoretical references. Students will be challenged to develop critical thinking on these topics as well as their ability to argue. At the end of these chapters, students should know how to use theoretical references in the social analysis they make of communication.

### **Assessment Methods**

Continuous evaluation :

Part 1 of the program - Individual Oral presentation: 30%

Part 2 of the program- Individual or work group about Theories of Sociology of Communication and oral presentation: 20%

Part 3 of the program – Individual critical reflection: 10%.

Final written test - 40%(mandatory character)

There is no minimum grade. The 4 elements of evaluation must make up at least 9.5 values (10 values) for the student to be successful.

2/3 mandatory attendance (in-class control)

Assessment period exams: 100% valid exam (for those who failed or failed the continuous assessment)