

SOCIOLOGY OF COMMUNICATION

Degree in Graphical Design

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Code: 13404

Main Scientific Area: Business management

Lecturer: Márcia Marina Rodrigues Brito Duarte

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 20h

ECTS: 4,0

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. Analyze the main theoretical axes of the field of the Sociology of Communication;
2. To understand and to explain the process of interpersonal communication and to identify its functions;
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 - 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 - Functions of communication
- 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
- 3.1- 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

Learning and Teaching Methods

Chapter 1 aims to develop students' communication skills, including oral level. Chapters 2 and 3 are aimed at presenting the main theoretical perspectives on the Sociology of Communication. At the end of these chapters, students will learn to use the theoretical analysis in making social communication.

Assessment Methods

Individual response to questions about first chapter: 20%

Individual Oral presentation: 30%

Work group about Theories of Sociology of Communication: 30%

Individual critical thinking: 20%