

Bachelor • Lisboa

COMMUNICATION SCIENCE



Direction

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Secretariat

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Duration

3 Years

Credits

180 ects

Exams

Have one of the following sets:

- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 11 História and 18 Português
- 06 Filosofia and 18 Português
- 13 Inglês and 18 Português
- 04 Economia and 17 Matemática Aplicada às Ciências Sociais
- 09 Geografia and 18 Português

Presentation

The degree in Communication Sciences aims to provide training in the main areas existing in the group of Communication Sciences. The course comprising two specialization variants, which constitute alternative to obtain the diploma: Specialization in Organizational Communication and Studies in Journalism. The degree offers a strong practical component oriented by the acquisition of specific skills, seeking to streamline the response to an increasingly competitive and demanding social and business environment. This course is a heritage of Communication and Cultural Sciences (a course with over 25 years of student training) and starts operating in the academic year 2021-2022, remaining, for 2nd and 3rd year students, the previous study plan.

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Culture, Networks and Globalization	5	Art, Culture and Communication	5
History and Theory of Communication	5	Digital Image Computing	5
Image Analysis Methods	5	Policy and Communication	5
Journalistic Composition	5	Social Responsibility of the Media	5
Multimedia Computing and Interactivity	5	Text and Discourse Analysis Methods	5
Sociology of the Media	5	Visual Culture	5

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Advertising Theory and Practices	5	Communications Management	5
Cyberculture	5	Contemporary Art	5
Introduction to Marketing	5	Option II	5
Media Theory	5	Radio Theory and Practices	5
Option I	5	Resource Planning	5
Public Relations Theory and Practices	5	Techniques of Television Expression	5

3rd Year / Branch of Organizational Communication

1º Semestre	ects	2º Semestre	ects
Advertising Achievement Workshop	6	Marketing Workshop	6
Communication Design	6	Option IV - Organizational Communication	
Creative Processes	6	Branch	6
Option III - Organizational Communication		Public Relations Workshop	6
Branch	6	Traineeship	12
Web Communication	6		

3rd Year / Branch of Journalism Studies

1º Semestre	ects	2º Semestre	ects
Digital Journalism	6	Economic Journalism	6
Network Activism	6	Option IV - Journalism Studies Branch	6
Option III - Journalism Studies Branch	6	Reporting and Journalistic Investigation	6
Political Journalism	6	Traineeship	12
Television Journalism	6		

Linha direta
para o teu futuro



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