



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Political Communication

Academic Year 2023/2024

1. Organic Unit

Faculty of Law

2. Course

INTERNATIONAL RELATIONS

3. Cycle

1st

4. Course Unit

Political Communication (07408)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOSE FRANCISCO LYNCE ZAGALO PAVIA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with a structured and rigorous conceptual framework that allows them to identify and evaluate the main notions, concepts and theories.

Provide students with a perspective of the historical evolution of the issues addressed.

Familiarize students with the most representative authors of the approaches and theoretical perspectives that are imposed in the analysis of each theme.

15. Specific Objectives

To present the contents to the students in a clear, objective and structured way, although selective and in certain cases necessarily summary.

Arouse in students an interest in the areas of study in question through oral presentation, accompanied by current and representative examples.

16. Skills to be acquired

-Apply acquired knowledge to explain political phenomena and their communicational basis.

-Understand and put into perspective the major political and media problems of today based on major theories and doctrines.

-Communicate effectively through written, oral, graphic and numerical language.

-Be able to self-study and research individually or in a group.



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17. Teaching Methodology

Theoretical-practical classes exposing the subject and teaching-learning methods that fit into the spirit and letter of the Bologna Process.

18. Course Unit Program

- 1- Presentation of the discipline and definition of its object, content and methods.
- 2- Disciplinary framework: Political Communication, Propaganda and Publicity.
- 3- The actors:
 - 3.1 Political organizations
 - 3.2 The audiences
 - 3.3 The media
4. Political communication and the democratic process.
5. Public opinion/published opinion.
6. Postmodern political communication: communication agencies.
7. Political marketing and political campaigns: case studies.
8. International political communication.
9. Political communication and Security.

19. Assessment Methods

Grades from mid-term evaluation tests and individual or group work.

20. Didactic Resources

Didactic library of the discipline.
Internet Resources.
Analysis of periodical publications, documents and other relevant sources.

21. Sustainability Objectives

Bearing in mind the seventeen goals of sustainable development outlined by the United Nations, it seems to us that goals 16 and 17, respectively "Peace, Justice and Effective Institutions" and "Partnerships for the implementation of the goals" are the ones that are best suited to a curricular unit with this designation and with this syllabus. In addition, objective four "Quality Education" may also be taken into account.

22. Keywords

Communication
Policy
Press
Public



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23. Main Bibliography

Author(s): McNair, Brian
Title: An Introduction to Political Communication
Edition: 3^a Year: 2003
Local: London
Publisher: Routledge

Author(s): Keane, John
Title: A Democracia e os Media
Edition: 1^a Year: 2002
Local: Lisboa
Publisher: Temas e Debates

Author(s): Negrine, Ralph e Stanyer, James (edits)
Title: The Political Communication Reader
Edition: 1^a Year: 2007
Local: London
Publisher: Routledge

24. Complementary Bibliography

Author(s): Lilleker, Darren G.
Title: Key concepts in political communication
Edition: 1^a Year: 2006
Local: London
Publisher: Sage Publications

Author(s): Simões, Maria Manuel e Antunes, Marisa Dias et al
Title: Marketing e Comunicação Política
Edition: 1^a Year: 2009
Local: Lisboa
Publisher: Sílabo



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