



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Portuguese Culture

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Portuguese Culture (V1021)

5. Scientific Area

6. Curricular Year

2nd

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:

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA DE SOUSA DINIS VIEIRA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

- . Acquire knowledge about identifying/characterizing elements of Portuguese Culture;
- . Know the process of historical development of national consciousness;
- . Develop the appreciation of cultural heritage;
- . Evaluate Portuguese culture in the world;

15. Specific Objectives

- . Identify and analyze identifying/characterizing elements of Portuguese Culture;
- . Critically reflect on the main guidelines of Portuguese History and Culture;
- . Recognize and value cultural heritage.

16. Skills to be acquired

Adequate knowledge of the identifying/characterizing elements of Portuguese culture;
Capacity for critical reflection on the main guidelines of Portuguese History and Culture;
Recognition and appreciation of Portuguese cultural heritage.

17. Teaching Methodology

- expository classes;
- carrying out individual and/or group work;
- oral participation;
- assessment tests.



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18. Course Unit Program

I Culture and Civilization

1. European culture
2. The cultural matrix of Europe:
 - . Classic antiquity
 - . Christianity
 - . Germanism

II - Portuguese Culture

1. The influence of Roman, Arabic, Celtic, Phoenician, Germanic cultures
2. The identifying/characterizing elements:
 - . national identity and history
3. Social, moral and religious values
4. The symbols:
 - . the national flag (history), fado

III- The formation of Portugal

1. Origin and birth of the country
2. Chronology of the most relevant events
3. The reigns of D. Afonso Henriques, D. Dinis and D. João II

IV - Portuguese maritime expansion

1. The importance of the sea
2. Conquest of Ceuta
3. The connection between the Atlantic and the Indian Ocean
4. Reconnaissance of the African coast

V- The Portuguese Handicraft

1. Objects with memory
2. Basketry, weaving and pottery
3. Embroidery and jewelery

VI - Portuguese Architecture

1. Periods: Megalithic, Arabic, Celtic, Roman, Romanesque, Gothic, Baroque, Pombaline
2. Features:
 - . the tile
 - . the Portuguese pavement
3. Portuguese UNESCO World Heritage Sites
4. Heritage of Portuguese origin in the world

VII - Portuguese Literature

1. The origins
2. Literary figures and movements:
 - . Fernão Lopes: the chronicler of the Kingdom



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- . Camões: the national epic
- . Romanticism
- . Realism

VIII- The Portuguese Theater

1. Religion and social criticism
2. Gil Vicente: from Renaissance to Romanticism
3. Garrett and the National Theater

IX- The Portuguese Language

1. Origin
2. Wealth, diversity and homogeneity
3. Lusophone countries
4. Intercultural legacy

19. Assessment Methods

Attendance;
Oral participation;
Written tests.

20. Didactic Resources

Indicated bibliography;
Complementary texts;
documentaries;
Slides.

21. Sustainability Objectives

Good health and well being
Quality education
Decent work and economic growth
Reduction of inequalities
Partnerships for goals

22. Keywords

Identity
Memory
Portuguese language
Culture
Patrimony



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23. Main Bibliography

Author(s): Ramos, Rui
Title: História de Portugal
Edition: 7^a Year: 2012
Local: Lisboa
Publisher: Esfera dos Livros

Author(s): Stephens, Henry Morse
Title: Portugal - a História de uma Nação
Edition: Year: 2017
Local: Lisboa
Publisher: Alma dos Livros

Author(s): Real, Miguel
Title: Traços fundamentais da cultura portuguesa
Edition: Year: 2017
Local: Lisboa
Publisher: Planeta Manuscrito

24. Complementary Bibliography

Author(s): Craveiro, Maria de Lurdes
Title: Obras- primas da arte portuguesa
Edition: Year: 2011
Local: Lisboa
Publisher: Athena

Author(s): Martins, Guilherme d'Oliveira
Title: Portugal, Identidade e Diferença
Edition: Year: 1997
Local: Lisboa
Publisher: Gradiva



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Ficha técnica MIP / MIP Datasheet	
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