UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Political Communication

Academic Year 2024/2025

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. Doutora RAQUEL DOS SANTOS DUQUE

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To provide students with a structured and rigorous conceptual framework that allows them to identify and evaluate the main notions, concepts and theories of political communication.
Provide students with a perspective on the historical evolution of the issues addressed.
Familiarize students with the authors most representative of the theoretical approaches and perspectives that are required in the analysis of each theme.

15. Specific Objectives

Present the content to students in a clear, objective and structured manner, while selectively addressing the topics under analysis.
To stimulate students' interest in the areas of study in question through oral presentation, accompanied by current and representative examples.

16. Skills to be acquired

- Apply the knowledge acquired to explain political phenomena and their communicational basis.
- Understand and expose 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-learn and research individually or in a group.

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17. Teaching Methodology

Theoretical-practical classes consist of presentation of the subject matter and teaching-learning methods that promote the student's autonomy and argumentative capacity.

18. Course Unit Program

1. Presentation of the discipline and definition of its object, content and methods.
2. Disciplinary framework: Political Communication, Propaganda and Advertising.
3. The actors: 3.1 Political organizations 3.2 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.

19. Assessment Methods

Continuous assessment regime will take into account attendance, participation in classes based on the discussion of selected/indicated texts, and the completion of two tests.

20. Didactic Resources

Bibliography of the discipline.
Internet resources and audiovisual media.
Analysis of periodicals, documents and other relevant sources.

21. Sustainability Objectives

1. Ensure equal access to quality technical, professional and cultural education.
2. Substantially increase the number of young people and adults with relevant qualifications, including technical and vocational skills, for employment, decent work and entrepreneurship.

22. Keywords

Political
Communication
Press
Public
Audience

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23. Main Bibliography

Author(s): Org. João Carlos Correia, Gil Baptista Ferreira e Paula do Espírito Santo
Title: Conceitos de Comunicação Política
Edition: Year: 2010
Local:
Publisher: LabCom Books

Author(s): Brian McNair
Title: An Introduction to Political Comunication
Edition: 6 Year: 2018
Local:
Publisher: Routledge

Author(s): Coord. Bruno Carriço Reis e Sergio Rivera Magos
Title: Comunicação Política
Edition: Year: 2019
Local:
Publisher: NIP-C@M - Universidade Autónoma de Lisboa

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMUNICAÇÃO POLÍTICA': Academic Year 2024/2025
Autor / Author	Prof. Doutora RAQUEL DOS SANTOS DUQUE
Classificação / Classification	-
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Colaborador(es) / Colaborator(s)	-
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