UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Political Communication

Academic Year 2025/2026

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

To provide students with a structured and rigorous conceptual framework that allows them to identify and evaluate the main notions, concepts and theories.
To give students a perspective on the historical evolution of the issues addressed.
To familiarise students with the most representative authors of the theoretical approaches and perspectives required to analyse each topic.

15. Specific Objectives

Presenting content to students in a clear, objective and structured way, albeit selective and in some cases necessarily summarised.
To arouse 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 put into perspective today's major political and media problems based on the major theories and doctrines.
-Communicate effectively using written, oral, graphic and numerical language.
-Be capable of self-learning and research individually or in groups.

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17. Teaching Methodology

Theoretical-practical classes to explain the subject and teaching-learning methods that are in line with 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 players:
3.1 Political organisations
3.2 Audiences
3.3 The media
4. Political communication and the democratic process.
5. Public opinion/published opinion.
6. Post-modern 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 for mid-term tests and individual or group work.

20. Didactic Resources

Teaching library for the subject.
Internet resources.
Analysis of periodicals, documents and other relevant sources.

21. Sustainability Objectives

Bearing in mind the seventeen sustainable development goals 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 best suited to a course with this name and programme content. In addition, objective four ?Quality Education? could also be taken into account.

22. Keywords

Communication
Politics
Press
Public

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23. Main Bibliography

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

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

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

24. Complementary Bibliography

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

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

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Autor / Author	Prof. Doutor JOSE FRANCISCO LYNCE ZAGALO PAVIA
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