UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication Law

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

Communication Law (L2131)

5. Scientific Area

6. Curricular Year

3rd

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 MANUEL FERNANDO DA SILVA MONTEIRO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Despite the specific characteristics of a Communication and Multimedia course, it is always important to keep in mind that COMMUNICATION, regardless of the means used, cannot disregard the rights and responsibilities of both the communicator and the recipient of the communication. Therefore, it is essential for future professionals in Communication and Multimedia to acquire fundamental knowledge about the right to communicate, inform, and be informed.

15. Specific Objectives

1. Provide basic knowledge about Law and Legal System
2. Fundamentally explain the following:
a) Right to image and privacy
b) Copyright law
c) Cyber law (law of information and communication technologies)
d) Advertising law
3. Introduce the legal framework regarding Freedom of Programming

16. Skills to be acquired

The intention is for students, as future professionals in Communication and Multimedia, to acquire knowledge that enables them to act and intervene professionally according to the norms and rules that directly concern them.

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17. Teaching Methodology

1. In the theoretical-practical classes, essential notions of Law will be presented, with a particular focus on the areas mentioned in the specific objectives.

2. In the tutorial classes, the following will be emphasized:
a) The presentation of practical cases applied to Communication and Multimedia.
b) Clarification of doubts that may arise from the subject matter.
c) Encouragement of reading and research.

18. Course Unit Program

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INTRODUCTION:
a) The importance of the discipline in a Communication and Multimedia course.
b) The political values inherent in freedom of communication.
c) The first press laws: meaning and political and social significance.

Chapter I - Communication Law
1. Basic principles of Communication Law - notions on:
a) Rule of Law
b) Democracy
c) Pluralism
d) Freedom of Expression
e) Freedom of Information and being Informed
f) Freedom of Communication in general and Freedom of Social Communication in particular

2. Sources of Communication Law
a) Constitution
b) Universal Declaration of Human Rights
c) European Convention on Human Rights
d) European Convention on Transfrontier Television
e) Press Law
f) Radio and Television Law
g) AVMSD Directive (Audiovisual Media Services Directive)

Chapter II - Limits to Freedom of Social Communication and Freedom of Expression
1. Private limits
2. Public limits

Chapter III - Possible crimes derived from the abuse of freedom of expression
1. Crimes against honor
2. Crimes against privacy
3. Crimes against cultural identity and personal integrity
4. Crimes against religious sentiments
5. Crimes against peace
6. Crimes against the Rule of Law

Chapter IV - Freedom of Programming and its limits
1. Negative limits
2. Positive limits

Chapter V - Copyright Law
1. Essential topics
2. Regime, scope, content, and ownership
3. The relevance of legal framework changes in the face of internet challenges

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Chapter VI - Cyber Law
1. Essential characteristics
2. Protection of copyright and the Internet
3. Internet domains

Chapter VII - Advertising Law: General notions
1. Essential rules regulating advertising law
2. The importance of ICAP in continuously adapting rules regarding advertising and/or commercial communication.

Chapter VIII - Regulation, self-regulation, and co-regulation in Communication and Multimedia.

Chapter IX - Communication Law in the international and particularly European Union context.

19. Assessment Methods

1. Continuous assessment will follow the regulations in force, which may be subject to modification based on university guidelines.

2. Continuous assessment will depend on:
a. Attendance and participation in classes.
b. Positive contribution in two written tests.

3. Optionally, there may be a written assignment with an oral presentation.

4. Attendance and participation in extracurricular activities (optional) will also be valued according to the weight defined by the university regula

20. Didactic Resources

Additional reading and study materials will be provided, which complement the recommended textbooks and can be accessed on Moodle.

21. Sustainability Objectives

Assuming that sustainable education goes beyond the mere presentation of curriculum content, we define here three main objectives:

1. Promotion of critical analytical thinking

2. Continuous distinction between mere information and education

3. Education aimed at the free determination of future choices

22. Keywords

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Image rights
Copyright
"Cyber law"
Advertising
Regulation

23. Main Bibliography

Author(s):	CARVALHO, Alberto Arons de, FIGUEIREDO, João Pedro, CARDOSO, António Monteiro		
Title:	Direito da Comunicação Social		
Edition:	3ª, revista	Year:	2013
Local:	Alfragide		
Publisher:	Texto Editores		

Author(s):	CARDOSO, Gustavo		
Title:	Os Media na sociedade em Rede		
Edition:	2ª	Year:	2014
Local:	Lisboa		
Publisher:	Fundação Calouste Gulbenkian		

Author(s):	ROCHA, Manuel Lopes, CARREIRO, Henrique		
Title:	Guia da Lei do Direito de Autor Na Sociedade da Informação		
Edition:	1ª	Year:	2005
Local:	Lisboa		
Publisher:	Centro Atlântico		

24. Complementary Bibliography

Author(s):	MARTINS, A.G.Lourenço, MARQUES, J.A.Garcia, DIAS, Pedro Simões		
Title:	Cyberlaw em Portugal		
Edition:	1ª	Year:	2004
Local:	Famalicão		
Publisher:	Centro Atlântico		

Author(s):	CHAVES, Rui Moreira		
Title:	Regime Jurídico da Publicidade		
Edition:	1ª	Year:	2005
Local:	Coimbra		
Publisher:	Almedina		

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