UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication Theory

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Communication Theory (L5024)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	30,00
Practical classes:	
Theoretical-Practical Classes	
Tutorial Guidance:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The Curricular Unit offers an introduction to the works of authors who originated the initial currents of communication theories, providing an overview of the historical, political, aesthetic, and technological transformations fundamental to the constitution of this field of study.

15. Specific Objectives

- To understand the specificity of communication processes in light of the advent of urban-industrial society (19th century) and the emergence of communication media that enable the formation of large audiences (20th century).
- To provide a historical and conceptual overview of communication models and theoretical currents.
- To stimulate critical notions about contemporary communication phenomena with an emphasis on the analysis of multimedia design systems.

16. Skills to be acquired

- To develop the exercise of constructing a solid argument, based on an overall framework of communication theories.
- To develop a critical and analytical understanding of contemporary media communication phenomena.
- To develop an understanding of the investigative field of communication, fostering expanded dialogues among society, mass media, and their cultural products.

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17. Teaching Methodology

Expository classes; guided readings and studies; debates; note-taking and individual and group writing activities; oral presentation in seminar format aimed at fostering team discussion and self-learning.

18. Course Unit Program

- The delineation of the communication concept: constructing the object of study.
- 19th century: the birth of modernity.
- Mass communication in the 20th century: implications between culture and mass media.
- Communication theories: theoretical currents, ruptures and updates.
- Technological approaches: emphasis on communication support.
- The advent of the internet: notes on cyberculture.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Universidade Lusíada, as well as the Specific Assessment Rules for the Degree in Design.

20. Didactic Resources

Specialized bibliography; display of visual documents via video projector.

21. Sustainability Objectives

22. Keywords

communication theories; cultural industry; mass culture; multimedia.

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23. Main Bibliography

Author(s):	WOLF, Mauro		
Title:	Teorias da comunicação		
Edition:	3. ed.	Year:	1994
Local:	Lisboa		
Publisher:	Presença		

Author(s):	HOHLFELDT, A.; FRANÇA, V; MARTINO, L.		
Title:	Teorias da comunicação: conceitos, escolas e tendências		
Edition:		Year:	2001
Local:	Petrópolis		
Publisher:	Vozes		

Author(s):	MATTELART, A.; MATTELART, M.		
Title:	História das teorias da comunicação		
Edition:		Year:	1999
Local:	São Paulo		
Publisher:	Loyola		

24. Complementary Bibliography

Author(s):	MORIN, Edgard		
Title:	Cultura de massas no século XX : o espírito do tempo 1 - neurose		
Edition:		Year:	1997
Local:	Rio de Janeiro		
Publisher:	Forense Universitária		

Author(s):	BENJAMIN, Walter		
Title:	Sobre arte, técnica, linguagem e política		
Edition:		Year:	2012
Local:	Lisboa		
Publisher:	Relógio d'Água		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'TEORIA DA COMUNICAÇÃO': Academic Year 2025/2026
Autor / Author	Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

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