UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Portuguese Culture

Academic Year 2025/2026

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 Identity and Culture
1. European culture
2. The cultural matrix of Europe:
. Classic antiquity
. Christianity
. Germanism
3. Occident/Orient: common cultural aspets

II - The roots of Portugal
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. Sancho I, D. Afonso III
. the contribution of D. Dinis in Portuguese arts and letters

IV - Maritime expansion and the Portuguese empire
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
5. The creation of a culture with a predominantly empirical-behavioral form: language, thought and action (a useful and objective knowledge about: the oceans, the winds, the tides, the routes, the ships, the nautical instruments)

V - Portuguese Architecture: a reflection of a time and its events
1. Periods: megalithic, Arabic, Celtic, Roman, Romanesque, Gothic, Baroque, Pombaline
2. The tile The Portuguese pavement
3. Portuguese sites in the Unesco World Heritage Site
4. The heritage of Portuguese origin in the world

VI - Portuguese Literature and Language
1. The origins
2. Literary figures and movements:
. D. Dinis, the Troubadour
. Fernão Lopes: the chronicler of the Kingdom
. Camões: the national epic

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. Romanticism
. Realism

3. Richness, diversity and homogeneity
4. Intercultural legacy

VII- The Portuguese Theatre
1. The Greco-Latin influence
2. Religion and social criticism
3. Gil Vicente: from the Renaissance to Romanticism
4. Garrett and the National Theatre

5. Handicrafts at the service of representation:
. Objects with memory
. Basketry, weaving and pottery
. Embroidery and jewellery

VIII-Portugal: Enlightenment, Estado Novo and Democracy
1. The Enlightenment ideology (Locke, Montesquieu, Voltaire, Rousseau...)
2. The reign of D. José I
3. Marquis of Pombal and the Enlightenment principles in the government of Portugal
4. The Liberal Revolution and the Constitution of 1822 5. D. Carlos: the English ultimatum and the republican revolution
6. The First Republic
7. Dictatorship and Estado Novo
8. Salazarism
9. Democracy

19. Assessment Methods

The General Assessment Regulations in force shall be complied with:
Attendance;
2 compulsory written tests;
Oral participation.

20. Didactic Resources

Indicated bibliography;
Complementary texts;
documentaries;
Slides.

21. Sustainability Objectives

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The objectives are in line with the following goals:
(SDG 4) Quality education - promoting cultural and historical literacy, developing critical analysis skills regarding Portuguese heritage and identity
(SDG 10) Reducing inequalities - valuing cultural diversity and multiple historical narratives, fostering inclusion and social cohesion
(SDG 11) Sustainable cities and communities - raising awareness of the preservation and enhancement of Portuguese cultural

22. Keywords

Identity
Memory
Portuguese language
Culture
Patrimony

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23. Main Bibliography

Author(s): Ramos, Rui
Title: História de Portugal
Edition: Year: 2021
Local: Lisboa
Publisher: D. Quixote
ISBN Code: 9789722073547

Author(s): Stephens, Henry Morse
Title: Portugal - a História de uma Nação
Edition: Year: 2017
Local: Lisboa
Publisher: Alma dos Livros
ISBN Code: 9789899970540

Author(s): Real, Miguel
Title: Traços fundamentais da cultura portuguesa
Edition: Year: 2017
Local: Lisboa
Publisher: Planeta Manuscrito
ISBN Code: 9789896579098

24. Complementary Bibliography

Author(s): Craveiro, Maria de Lurdes
Title: Obras-primas da arte portuguesa
Edition: Year: 2011
Local: Lisboa
Publisher: Athena
ISBN Code: 9789893100196

Author(s): Martins, Guilherme d'Oliveira
Title: Portugal, Identidade e Diferença
Edition: Year: 1997
Local: Lisboa
Publisher: Gradiva
ISBN Code: 9789896161651

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