UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
COMMUNICATION THEORY

Academic Year 2026/2027

1. Organic Unit

Faculty of Architecture and Arts

2. Course

ARTS AND MULTIMEDIA COMMUNICATION

3. Cycle

1st

4. Course Unit

COMMUNICATION THEORY (V3006)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st 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 GRÉCIA DESIRÉE FALCÃO 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 communication 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 Arts and Multimedia Communication.

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
ISBN Code:

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

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

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
ISBN Code:

Author(s): ECO, Umberto
Title: Apocalípticos e integrados
Edition: Year: 2015
Local: Lisboa
Publisher: Relógio d'Água
ISBN Code:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'TEORIA DA COMUNICAÇÃO': Academic Year 2026/2027
Autor / Author	Prof. Doutora GRÉCIA DESIRÉE FALCÃO DE ARAUJO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s	-
Data Hora / Date Time	
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