



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
TELEVISION PRODUCTION

Academic Year 2026/2027

1. Organic Unit

Faculty of Architecture and Arts

2. Course

ARTS AND MULTIMEDIA COMMUNICATION

3. Cycle

1st

4. Course Unit

TELEVISION PRODUCTION (V3021)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester



UNIVERSIDADE LUSÍADA
LISBOA

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

To provide students with a comprehensive understanding of television studies and the television industry in order to develop their practical skills in this field. Aspects of content production will be reinforced, from the conception of ideas through storytelling techniques to the use of equipment and auxiliary tools for applying knowledge in a final course project, exploring different genres and formats of television programs.

15. Specific Objectives

The theoretical focus of the course unit aims to provide an analytical perspective on television programs, enabling students to seek relevant reference content that supports construction of an authorial television product, demonstrating skills in scripting, research, and conducting interviews. It seeks to develop competence in audiovisual production, encompassing the human and technical resources involved in the television creation process, from pre-production through to post-production.

16. Skills to be acquired

- To develop analytical and practical skills in television production, understanding the industry and its formats.
- To enable students to conceive, plan, and execute authorial audiovisual projects, integrating research, scriptwriting, interviewing, and technical production.
- To foster critical capacity in the analysis of television content and mastery of the stages of pre-production, production, and post-production.



UNIVERSIDADE LUSÍADA
LISBOA

17. Teaching Methodology

The course unit has a theoretical-practical nature. The theoretical-expository classes make use of a data projector and the analysis of television products and audiovisual works in order to introduce concepts to be explored in practical classes focused on the students' project development.

18. Course Unit Program

1. Origins of television: main technological milestones
 - 1.1 Film projectors and electromechanical television.
 - 1.2 Electronic television.
2. Television studies
 - 2.1 From paleotelevision to neotelevision.
 - 2.2 Metatelevision and meta-images.
 - 2.3 Hypertelelevision.
 - 2.4 The cultural studies approach: Raymond Williams' flow hypothesis.
 - 2.5 The concept of serialization.
 - 2.6 Broadcast vs. narrowcast.
3. Overview of the television industry
 - 3.1 Case studies and critical analysis of existing television programs: identification of production, narrative, and stylistic elements; conventions and characteristics. Reflections on infotainment.
 - 3.2 Linear television and the influence of social media: new forms of television consumption.
 - 3.3 Trends, challenges, and career opportunities in this field.
4. Development of a television production project
 - 4.1 Production approaches and target audience.
 - 4.2 Adapting writing to the requirements of the chosen genre and format: selection of segments within a television program.
 - 4.3 Ethical issues in television production: social responsibility and appropriate representation.
 - 4.4 Studio and field production.
 - 4.5 Editing and post-production: Virtual Set Editor and TriCaster software.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Lusíada University as well as the Specific Assessment Rules for the Bachelor's Degree in Arts and Multimedia Communication.

20. Didactic Resources

- * Specialized literature
- * Visual materials presented via data projector (Datashow)

21. Sustainability Objectives



UNIVERSIDADE LUSÍADA
LISBOA

22. Keywords

produção televisiva; linguagem audiovisual; narrativa; realização.



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): CASETTI, Francesco; CHIO, Federico di
Title: Análisis de la televisión. Instrumentos, métodos y prácticas de investigación
Edition: Year: 1999
Local: Barcelona
Publisher: Paidós
ISBN Code:

Author(s): ECO, Umberto
Title: Viagem na Irrealidade Cotidiana
Edition: Year: 1984
Local: São Paulo
Publisher: Nova Fronteira
ISBN Code:

Author(s): DOMINICK, J. R.
Title: Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media
Edition: 4th edition Year: 1999
Local: Boston, MA
Publisher: McGraw-Hill Education
ISBN Code:

24. Complementary Bibliography

Author(s): ZETTL, H
Title: Television Production Handbook
Edition: 12th edition. Year: 2014
Local: Boston, MA:
Publisher: Cengage Learning
ISBN Code:

Author(s): WILLIAMS, Raymond
Title: Televisão: tecnologia e forma cultural
Edition: Year: 2016
Local: São Paulo
Publisher: Editora Boitempo



UNIVERSIDADE LUSÍADA
LISBOA

ISBN Code:

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PRODUÇÃO TELEVISIVA': 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	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 2,0
(c) Universidade Lusíada, 2026	