



Bachelor • Porto

COMMUNICATION SCIENCE AND CULTURE



Direction

Rui Alberto Mateus Pereira
rui.pereira@ulp.pt

Secretariat

Susana Oliveira
susana.oliveira@ulusofona.pt

Duration

3 Years

Credits

180 ects

Exams

Have one of the following national exams:

- 06 Filosofia
- 11 História
- 17 Matemática Aplicada às Ciências Sociais
- 18 Português

Presentation

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Epistemology of Communication	6	Art, Culture and Communication	6
History of Communication	6	Communication Models and Theories	6
Introduction to Contemporary Thought	6	Interpersonal Communication	6
Research and Investigation Methods	6	Introduction to Communication Technologies	6
Techniques of Written Expression	6	Text and Discourse Analysis Methods	6

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Cyberculture	6	Ethics and Communication Law	6
Digital Communication Laboratory	6	Image Technologies	6
Image Analysis Methods	6	Publics and Audiences	6
Political Communication	6	Rethoric	6
Sociology of the Media and Public Opinion	6		

2nd Year / Communication and Journalism Branch

2º Semestre	ects
Contemporary Debates in Journalism	6

2nd Year / Strategic Communication Branch

2º Semestre	ects
Fundamentals of Strategic Communication	6

3rd Year / Strategic Communication Branch

1º Semestre	ects	2º Semestre	ects
Communication of Organizations	6	Organizational Branding	6
Creative Processes	6	Organizational Citizenship	6
Integrated Communication Management	6	Public Relations Workshop	6
Visual Communication	6	Strategic Communication Workshop	6

3rd Year / Communication and Journalism Branch

1º Semestre	ects	2º Semestre	ects
Journalistic Writing Techniques	6	Infographics and Digital Pagination	6
Radio Journalism	6	Journalism Research	6
Theories of Journalism	6	Television Journalism	6
Visual and Data Journalism	6	Transmedia and Hybrid Narratives	6

3rd Year / Comon Core

1º Semestre	ects	2º Semestre	ects
Optional I	6	Optional II	6

**Linha direta
para o teu futuro**

 963 640 100  217 515 500  info@ulusofona.pt  @u.lusofona.pt WWW.ULUSOFONA.PT