

**Bachelor • Lisboa**

# COMMUNICATION SCIENCE



## Direction

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## Secretariat

Jorge Ventura  
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## 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

The degree in Communication Sciences aims to provide training in the main areas existing in the group of Communication Sciences. The course comprising two specialization variants, which constitute alternative to obtain the diploma: Specialization in Organizational Communication and Studies in Journalism. The degree offers a strong practical component oriented by the acquisition of specific skills, seeking to streamline the response to an increasingly competitive and demanding social and business environment. This course is a heritage of Communication and Cultural Sciences (a course with over 25 years of student training) and starts operating in the academic year 2021-2022, remaining, for 2nd and 3rd year students, the previous study plan.

# STUDY PLAN

## 1st Year / Common Core

| 1º Semestre                            | ects | 2º Semestre                         | ects |
|--|------|-------------------------------------|------|
| Culture, Networks and Globalization    | 5    | Art, Culture and Communication      | 5    |
| History and Theory of Communication    | 5    | Digital Image Computing             | 5    |
| Image Analysis Methods                 | 5    | Policy and Communication            | 5    |
| Journalistic Composition               | 5    | Social Responsibility of the Media  | 5    |
| Multimedia Computing and Interactivity | 5    | Text and Discourse Analysis Methods | 5    |
| Sociology of the Media                 | 5    | Visual Culture                      | 5    |

## 2nd Year / Common Core

| 1º Semestre                           | ects | 2º Semestre                         | ects |
|---------------------------------------|------|-------------------------------------|------|
| Advertising Theory and Practices      | 5    | Communications Management           | 5    |
| Cyberculture                          | 5    | Contemporary Art                    | 5    |
| Introduction to Marketing             | 5    | Option II                           | 5    |
| Media Theory                          | 5    | Radio Theory and Practices          | 5    |
| Option I                              | 5    | Resource Planning                   | 5    |
| Public Relations Theory and Practices | 5    | Techniques of Television Expression | 5    |

## 3rd Year / Branch of Organizational Communication

| 1º Semestre                      | ects | 2º Semestre               | ects |
|----------------------------------|------|---------------------------|------|
| Advertising Achievement Workshop | 6    | Marketing Workshop        | 6    |
| Communication Design             | 6    | Public Relations Workshop | 6    |
| Creative Processes               | 6    | Traineeship               | 12   |
| Web Communication                | 6    | No Name                   | 6    |
| No Name                          | 6    |                           |      |

## 3rd Year / Branch of Journalism Studies

| 1º Semestre           | ects | 2º Semestre                              | ects |
|-----------------------|------|--|------|
| Digital Journalism    | 6    | Economic Journalism                      | 6    |
| Network Activism      | 6    | Reporting and Journalistic Investigation | 6    |
| Political Journalism  | 6    | Traineeship                              | 12   |
| Television Journalism | 6    | No Name                                  | 6    |
| No Name               | 6    |  |      |

Linha direta  
para o teu futuro



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