

Bachelor • Porto

COMMUNICATION SCIENCES



Direction

Rui Pereira
rui.mateus.pereira@ulusofona.pt

Secretariat

Susana Oliveira
susana.oliveira@ulusofona.pt

Duration

3 Years

Credits

180 ects

Exams

Have one of the following sets:

- 06 Filosofia and 18 Português
- 11 História and 18 Português
- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 13 Inglês and 18 Português
- 04 Economia and 17 Matemática Aplicada às Ciências Sociais
- 09 Geografia and 18 Português

Presentation

The Bachelor will provide students with scientific and technological skills in Journalism and Strategic Communication, through training suited to today's demands for flexibility and employability. The first three semesters are basic training in Communication Sciences, shared by both branches of the degree. In the 4th semester, the derivation begins, with a specific curricular unit for each branch. The last two semesters, in the 3rd year, will be totally specialized, in Journalism or Strategic Communication. This allows students to specialize in the two branches of the degree by successfully attending the equivalent of an additional academic year. Under protocols with companies, the students who stand out the most throughout the degree can do extracurricular internships.

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 and Citizenship | 6 |
| Introduction to Contemporary Thought | 6 | Communication Models and Theories | 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 | Image Analysis Methods | 6 |
| Digital Communication Laboratory | 6 | Image Technologies | 6 |
| Ethics and Communication Law | 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 |
|----------------------------|------|
| Fundamentals of 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 / Common 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