

## Programa | Course Description 2020/2021

Unidade Curricular | *Course Unit*

**Sociologia da Comunicação** | Sociology of Mass Communication

ECTS | *Credits*

6 ECTS

Ciclo de Estudos | *Degree*

1.º Ciclo | Undergraduate

Semestre | *Semester*

1.º Semestre | Autumn Semester

Docente(s) | *Faculty*

Fernanda Pratas

Língua de ensino | *Language of instruction*

English

**Programa (na língua de ensino) | *Course description (in the language of instruction)***

This course uses different theoretical models within the scope of Sociology of Mass Communication to engage students in the discussion of the role of mass media in our society, which will be constantly illustrated by new examples from tv, newspapers and social media.

This discussion targets concepts such as information (and fake news), entertainment, propaganda and media ownership, and their relationship with freedom of speech.

The basic recommended readings are of handbooks in this area, but in class other small texts will be provided and discussed, both from classical and more contemporary sources, such as Paul Lazarsfeld, Pierre Bourdieu, Marshall McLuhan, and Noam Chomsky, among others.

Importantly, students will also be invited to bring suggestions of materials to class, so that the process of approaching new sources from different theoretical orientations is trained under supervision.

Besides this more specific academic goal, this practice in class will hopefully also promote the students' own media literacy.

**Avaliação (na língua de ensino) | *Grading and Assessment (in the language of instruction)***

The grading and assessment of the students will be supported by two main items: a written test in class (60%) and a written paper at home (40%).

The date for the test and the deadline for the paper, as well as the details about their production, will be proposed in the first class.

Although there is no specific grading for this item, the students' presence in class throughout the course is strongly encouraged for practical reasons.

**Bibliografia (selection) | *Bibliography (selection)***

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Hanson, Ralph E. 2019. Mass communication: living in a media world. Los Angeles: Sage.

Matthews, Julian. 2017. The sociology of mass media. In: K. O. Korgen (ed.) The Cambridge Handbook of Sociology. Volume 1, Core Areas in Sociology and the Development of the Discipline. Cambridge: Cambridge University Press. Available from: [https://www.researchgate.net/publication/320285914\\_The\\_Sociology\\_of\\_Mass\\_Media](https://www.researchgate.net/publication/320285914_The_Sociology_of_Mass_Media)

McQuail, Denis. 2010 [1983]. McQuail's Mass Communication Theory. London: Sage.

Turow, Joseph. 2014. Media Today: Mass Communication in a Converging World, 5th Edition. New York: Routledge.