



COMMUNICATION SCIENCES – 1st cycle

Courses offered during Winter semester (academic year 2026-27)

Principles of Public Relations, Marketing, and Advertising (1st year, 6 ECTS)

Syllabus:

1. Marketing
 - 1.1 Concept and fundamentals of Marketing
 - 1.2 Marketing Mix
 - 1.3 Branding, Segmentation and Positioning
 - 1.4 Marketing digital
 - 1.5 Applied marketing: Business to business; marketing services; Social Marketing
2. Advertising
 - 2.1 Concept and fundamentals of advertising
 - 2.2 Advertising market players
 - 2.3 Stages of an advertising campaign
3. Public relations
 - 3.1 Concept and fundamentals of Public Relations
 - 3.2 Evolution of Public Relations
 - 3.3 Objectives of Public Relations
 - 3.4 Public Relations Audiences
 - 3.5 Means and techniques of public relations
4. Integrated communication strategy
 - 4.1 Concept of integrated communication
 - 4.2 Integrated communication planning
 - 4.3 Synergy between marketing, advertising, and public relations
 - 4.4 Integrated communication channels
 - 4.5 Trends and challenges of integrated communication

Teaching methodology and assessment:

The teaching and learning methodologies are diverse and complementary, including:

- Theoretical classes: The lectures cover the entire syllabus. These theoretical moments serve as a basis for the understanding of the fundamental concepts, essential for the development of the learning objectives.
- Practical exercises: The practical exercises encourage the application of theoretical concepts, and are carried out throughout the program. They are focused on Marketing, Advertising and Public Relations and integrated communication.

The assessment will consist of 2 components:

- continuous assessment (80% of the final grade): 1 written test (20% of the final grade), practical exercises (60% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Baynast, A., Lendrevie, J., & Lindon, D. (2018). Mercator 25 Anos. Dom Quixote.
- [2] Edwards, L. (2018). Understanding Public Relations: Theory, Culture and Society. Thousand Oaks, CA: SAGE Publications.
- [3] Gralpois, B. (2019). Agency Mania (2nd ed.). Beaufort Books.
- [4] Grunig, J. E., & Grunig, L. A. (2020). Public Relations Theory: Volumes I & II: Application and Understanding of the Theory of Excellence in Public Relations and Communication Management (Reprint Edition). London, UK: Routledge.
- [5] Kitchen, P. J., & Tourky, M. E. (2022). Integrated Marketing Communications: A Global Brand-Driven Approach (2nd ed.). Cham, Switzerland: Springer Nature.
- [6] Kotler, P., Armstrong, G., Harris, L., & Piercy, N. (2013). Principles of Marketing (European Edition). Pearson.
- [7] Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Mudança do Tradicional para o Digital. Conjuntura Atual.
- [8] Lendrevie, J., Baynast, A., & Emprin, C. (2013). Publicitor – Comunicação 360º Online/Offline. Dom Quixote.
- [9] Percy, L. (2021). Strategic Integrated Marketing Communications (2nd ed.). London, UK: Routledge.

Communication Grammar III: TV and Video Lab (2nd year, 6 ECTS)
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Syllabus:

- 1. Fundamentals of Audiovisual Production
 - 1.1 Introduction to video equipment: types of cameras, microphones and lighting.
 - 1.2 Techniques for handling and configuring video cameras for image and sound quality.
 - 1.3 Concepts of framing, composition and camera movement for different types of production.
- 2. Image and Sound Capture
 - 2.1 Planning and preparation for capture: scripts, storyboard and locations.
 - 2.2 Techniques for capturing images in different environments and lighting conditions.
 - 2.3 Use of microphones and audio capture strategies for quality and clarity.
 - 2.4 Notions of safety and ethics when capturing images in public spaces.
- 3. Communication in Front of the Camera
 - 3.1 Techniques for posture, facial and body expression for video presentation.
 - 3.2 Training in diction, rhythm and clarity for effective communication.
 - 3.3 Techniques for interviewing and interacting with the audience in front of the camera.
- 4. Video Editing
 - 4.1 Introduction to video editing software: media organization, cuts and transitions.
 - 4.2 Audio editing tools and sound level adjustment.
 - 4.3 Visual effects, subtitling and integration of graphic elements for narrative.
 - 4.4 Structuring a cohesive audiovisual piece: introduction, development and conclusion.
- 5. Video Post-Production
 - 5.1 Color correction and application of filters to improve the aesthetics of the video.
 - 5.2 Sound mixing and equalization for sound quality.
 - 5.3 Exporting and compressing files for different platforms and formats.
 - 5.4 Quality tests and final review before publication.
- 6. Critical Reflection and Trends in Video and TV
 - 6.1 History and evolution of video and TV in contemporary society.
 - 6.2 Cultural and social impact of audiovisual content and the ethical challenges involved.
 - 6.3 Analysis of current trends: on-demand videos, streaming and production for social networks.

6.4 Reflection on the future of video and TV in the digital age and the role of the communications professional.

Teaching methodology and assessment:

- Theoretical classes: The lectures cover the technical fundamentals of recording and editing, as well as critical reflection on the role of video in contemporary society.
- Practical exercises: The practical exercises encourage the application of technical concepts through activities such as the use of a camera and microphone, development of communication skills in front of the camera, and editing of audiovisual pieces.
- Group projects: Collaborative projects allow students to create complete audiovisual productions, covering capture, editing and post-production.
- Critical analysis and case studies: The analysis of video and TV case studies allows students to explore contemporary trends and challenges in the audiovisual sector.

The assessment will consist of 2 components:

- continuous assessment (80% of the final grade): 4 practical exercises
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Goldman, R., Pea, R., Barron, B., & Derry, S. (Eds.). Video Research in the Learning Sciences. Routledge.
- [2] Lang, J. M. Small Teaching: Everyday Lessons from the Science of Learning. Wiley.
- [3] Orr, R. B. Writing and Using Learning Objectives.
- [4] Stuart, S. (2011) Corporate video production: beyond the board room. Buzz Books.

Marketing (2nd year, 6 ECTS)
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Syllabus:

1. The company and the marketing environment
 - 1.1 Analysing the macro-environment
 - 1.2 Analysing the Microenvironment
 - 1.3 Analysing the internal environment
2. The consumer and their context
 - 2.1 Consumer trends
 - 2.2 Consumer behaviour
 - 2.3 Market segmentation
3. The Marketing Mix
 - 3.1 Product and portfolio management
 - 3.2 Price management and pricing strategies
 - 3.3 Distribution channels and the supply chain
4. Digital marketing and e-commerce
 - 4.1 E-commerce and online shops
 - 4.2 Digital marketing plan
 - 4.3 Metrics and digital analytics
5. Online communication
 - 5.1 Social networks and content management
 - 5.2 Online advertising: platforms and formats
 - 5.3 Email marketing: campaigns and automation systems

Teaching methodology and assessment:

The teaching and learning methodologies are diversified and complementary, including:

- Lectures: Lectures cover all the syllabus content, addressing topics such as the company and the marketing environment, the consumer and their context, the Marketing Mix, digital marketing and e-commerce and online communication.
- Practical exercises: The practical exercises encourage the application of theoretical concepts, focusing on analyzing the company's marketing environment, analyzing the consumer context and its segmentation managing the marketing mix and defining digital marketing strategies.
- Case studies: Analyzing case studies facilitates an understanding of real marketing strategies, allowing students to explore marketing mix management as well as digital strategies.

The assessment will consist of 2 components:

- continuous assessment (80% of the final grade): individual practical exercise (40% of the final grade), group practical exercise (40% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Ancín, José (2022). El plan de marketing en la practica. Madrid, ESIC.
- [2] de Baynast, A., Dionísio, P.; Lévy, J.; Rodrigues, V. _& Lendrevie, J. (2021). Mercator 25 anos: O Marketing na Era Digital. Alfragide: Dom Quixote.
- [3] CHERNEV, A. & Kotler, P. (2014). Strategic Marketing Management, 8th edition, USA, Cerebellum
- [4] Clow, Kenneth E.; Baack, Donald E. (2016). Integrated Advertising, Promotion, and Marketing Communications, 7th Edition, Essex, England, Pearson Education Limited.
- [5] Lamb, C., Hair, J. Jr., & McDaniel, C. (2021). Principles of Marketing. Boston: Cengage.
- [6] Solomon, Michael (2019). Consumer Behavior: Buying, Having, and Being, Global Edition. UK. Pearson Education Limited.

Sports Journalism (2nd year, 6 ECTS)

Syllabus:

1. History and Evolution of Sports Journalism
 - 1.1 Origins and development of sports journalism
 - 1.2 Cultural and social influences on sports coverage
 - 1.3 The role of the media in the construction of the sporting imagination
2. Current State of Sports Journalism
 - 2.1 Sports journalism in Portugal and around the world: characteristics and challenges
 - 2.2 Transformations with digitalization: new platforms and practices
 - 2.3 Ethical and objectivity issues in sports coverage
3. Profile of the Sports Journalist in the Digital Era
 - 3.1 Skills and professional profile of the sports journalist
 - 3.2 Adaptation to new technologies and the use of digital tools
 - 3.3 Relationships with digital audiences and audience engagement on social networks
4. Specific Technical Knowledge in Sports Journalism
 - 4.1 Rules and specificities of different sports
 - 4.2 Coverage of popular sports (football) versus amateur sports
 - 4.3 Sports narratives: storytelling and identity construction
5. Use of Digital Tools and Big Data in Sports Journalism
 - 5.1 Introduction to big data and real-time statistics analysis
 - 5.2 Data visualization tools applied to sport
 - 5.3 Performance analysis and statistics to support journalistic storytelling

- 6. Information Capture and Processing Techniques
 - 6.1 Search and capture methods from reliable sources
 - 6.2 Interview techniques for sports content, including video and online
 - 6.3 Ethics and impartiality in the dissemination of information
- 7. Sports Commentary and Analysis
 - 7.1 Principles of Sports Commentary: Analysis and Exemption
 - 7.2 Tactical analysis and data interpretation to enrich the commentary
 - 7.3 Critical approach to sports content production
- 8. Trends and Innovation in Sports Journalism
 - 8.1 Emerging trends: eSports and new forms of sports entertainment
 - 8.2 Sustainability and impact of sports journalism on new generations
 - 8.3 The future of sports journalism: technologies, audiences and platforms

Teaching methodology and assessment:

The teaching and learning methodologies are diverse and complementary, including:

- Theoretical classes: The lectures cover all the program content, addressing topics such as the history of sports journalism, the use of Big Data in event coverage and digital media trends.
- Practical exercises: The practical exercises encourage the application of concepts, with activities focused on simulated coverage of sports events, tactical analysis using data and production of video interviews.
- Case studies: The analysis of case studies, such as coverage of sporting events, facilitates the understanding of real strategies and decision-making in complex situations.

The assessment will consist of 2 components:

- continuous assessment (80% of the final grade): written test (20% of the final grade), practical exercises (60% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Boyle, R. (2006) Sports Journalism: Context and Issues. SAGE
- [2] Novais, R. A. (2010). A Representação do Futebol na Imprensa. Media XXI
- [3] Pinheiro, F. (2006). A Europa e Portugal na Imprensa Desportiva. Minerva
- [4] Schinner, C. (2004). Manual dos Locutores Esportivos. Panda Books
- [5] Smith, A. (2020) The Language of Journalism: Multi-Genre Perspective. Routledge
- [6] Sobral, L. (1999) Introdução ao Jornalismo Desportivo. CENJOR
- [7] Steen, R. (2007) Sports Journalism: A Practical Introduction. Routledge

New Media, Innovation and Creativity in Communication (3rd year, 6 ECTS)
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Syllabus:

- 1. Digital age
- 2. Innovation
- 3. Creativity
- 4. Social networks
- 5. Information management
- 6. Convergence
- 7. Multimedia
- 8. Interactivity

Teaching methodology and assessment:

Presentation of practical works based on theoretical reflection.
Continuous evaluation.

Bibliography:

- [1] Ford, J. (2018) Command the Crowd. Independently Published.
- [2] Kane, B. (2018) One Million Followers. New York: BenBella Books.
- [3] Leadbeater, C. (2009) We Think. New York: Profile Books.
- [4] Montgomery, R. (2018) Smartphone Video Storytelling. London: Routledge.
- [5] Negroponte, Nicholas (1995) Being Digital. London: Picador.
- [6] Tappscott, Don (2008) Grown-Up Digital. New York: McGraw-Hill Education.



Courses offered during Spring semester (academic year 2026-27)

Journalism and Major Current Issues (1st year, 6 ECTS)
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Syllabus:

1. Social and political unpredictability in the contemporary world.
 - 1.1. The West and its detractors. The consequences of reframing History and the end of ideologies.
 - 1.2. The future of the radical right and its enemies. New relationships between tolerance and intolerance.
2. New fundamentalisms, identity issues and the fragility of facts.
 - 2.1. The slowdown of politics as an art of governing.
 - 2.2. From changing mentalities to a crisis of values. Rewritings of History and deconstructions of memory.
3. Freedom of expression and democracy:
 - 3.1. Freedom of expression and civil rights;
 - 3.2. Freedom of expression versus defamation and insult.
4. Restrictions on freedom of expression
 - 4.1. Politically correct speech;
 - 4.2. Cancel culture and wokism.

Teaching methodology and assessment:

The teaching learning methods include:

- Theoretical classes using the expository method where key concepts and notions are presented to stimulate, develop and enrich the intellectual abilities of students.
- A proposal for permanent learning through questioning and practical activities that lead to questioning and the development of students. To help them improve their level of verbal communication and find questions and answers to the challenges inherent in representations of reality.
- Request for tasks of a hermeneutic and interpretative nature, oral and written, that allow students to enrich and consolidate their personal encyclopedia.

All of these methods safeguard continuous feedback and individualized support. The guidance of Professors guarantees conditions for individual, scientific growth, which aims to strengthen the intellectual personality of students.

The assessment will consist of 2 components:

- continuous assessment (80% of the final grade): 2 tests (35% of the final grade), 2 individual oral presentations (35% of the final grade)
- comprehensive exam (30% of the final grade)

Bibliography:

- [1] Aurélio, Diogo Pires (1996) Tolerância / Intolerância, Einaudi, volume 22, INCM, Lisboa pp. 179-230
- [2] Bosco, F. (2018). A vítima tem sempre razão? Lutas identitárias e o novo espaço público brasileiro. Tinta da China.
- [3] Braunstein, J.-F. (2023). A religião woke. Guerra e Paz, Editores.
- [4] Hume, M. (2015). Trigger Warning: Is the Fear of Being Offensive Killing Free Speech? HarperCollins.
- [5] Marchi, R. (2022) A Bolha – Uma direita antipopulista, Edições 70 Lisboa
- [6] McWhorter, J. (2024). Racismo woke. Tinta da China, Lisboa
- [7] Mello, P. C. (2021). Máquina do Ódio. Quetzal, Lisboa
- [8] Morgado, Miguel (2024) Introdução ao Conservadorismo, D. Quixote, Lisboa
- [9] Murray, D. (2022) a Guerra ao Ocidente, Desassossego, Porto Salvo
- [10] Neiman, S. (2024). A esquerda não é woke. Presença, Lisboa
- [11] Veca, S. (1996) Política, Einaudi, volume 22, INCM Lisboa, pp. 11-35

Social Media Management (1st year, 6 ECTS)
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Syllabus:

1. Fundamentals of Marketing and Communication in Social Media
 - 1.1 Principles of digital marketing and its application in social media.
 - 1.2 Audience segmentation and targeting.
 - 1.3 Aligning communication with brand objectives and platform selection.
2. Content Creation and Implementation for Social Media
 - 2.1 Types of content (text, image, video) and suitability for each social media platform.
 - 2.2 Writing and design techniques for engagement.
 - 2.3 Content planning and scheduling.
3. Metrics Analysis and Performance Monitoring
 - 3.1 Key metrics for social media (reach, engagement, conversions).
 - 3.2 Report interpretation and KPI assessment.
 - 3.3 Strategic adjustments based on audience behavior insights.
4. Data Analysis and Automation Tools
 - 4.1 Monitoring and analytics tools (Google Analytics, Facebook Insights, etc.).
 - 4.2 Post automation and interaction monitoring.
 - 4.3 Report synthesis and results communication.
5. Security and Privacy in Social Media
 - 5.1 Security practices and personal data protection.
 - 5.2 Access management and protection of corporate accounts.
 - 5.3 Privacy regulations and standards in social media.

Teaching methodology and assessment:

- Case Studies and Interactive Lectures: This methodology includes case studies of successful strategies and interactive lectures covering the fundamentals of digital marketing and social media communication.

- Practical Content Creation Workshops: In these workshops, students produce content tailored for different platforms, working with varied formats (text, image, and video) and defining engagement strategies.
- Analysis and Performance Monitoring Labs: These practical sessions utilize data analysis tools, where students interpret metrics (such as reach, engagement, and conversion) to adjust campaigns and strategies.
- Collaborative Projects: Group projects focus on managing automation tools and creating reports, followed by feedback sessions in which students present their campaigns and receive peer and instructor suggestions.

Continuous assessment is divided into 2 categories:

- written test (20%) and practical exercises (60% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Gil, C. (2022). The End of Marketing: Humanizing Your Brand in the Age of Social Media. Kogan Page.
- [2] Jenkins, H. (2022). Cultura da conexão: Criando valor e significado através da mídia propagável. Aleph.
- [3] Lipschultz, J. H. (2024). Social Media Measurement and Management. Routledge.
- [4] Recuero, R. (2014). Redes sociais na internet. Sulina.
- [5] Atherton, J. (2023). Social media strategy: A practical guide to social media marketing and customer engagement. Kogan Page.
- [6] Recuero, R., Bastos, M., & Zago, G. (2018). Análise de redes para mídia social. Sulina.
- [7] Solomon, M. R. (2020). Consumer behavior: Buying, having, and being. Pearson.
- [8] Tuten, T. L. (2023). Social media marketing. Sage publications limited.
- [9] Zarrella, D. (2013). The science of marketing: When to tweet, what to post, how to blog, and other proven strategies. Wiley Publishing.

AI and Emerging Technologies (1st year, 6 ECTS)

Syllabus:

1. Fundamentals of Artificial Intelligence and Communication
 - 1.1. Introduction to AI and its fundamental concepts, including machine learning, deep learning, and generative AI.
 - 1.2. The intersection of AI and communication.
 - 1.3. Optimization and transformation of communication processes with AI.
2. AI Technologies Applied to Communication
 - 2.1. Natural language processing (NLP) and its applications in automated content creation, chatbots, and sentiment analysis.
 - 2.2. Generative AI and the creation of visual and textual content. Practical examples of video creation and message personalization.
 - 2.3. Data analysis tools for audience segmentation and message personalization.
3. AI in Internal and External Organizational Communication
 - 3.1. Application of AI in organizational communication: internal chatbots, automated report generation, and workflow management.
 - 3.2. Data analysis and content personalization aimed at audience engagement and user experience.
4. Social Implications and Professional Transformations of AI
 - 4.1. Effects of AI on professional life: automation of functions and transformation of traditional communication practices.

4.2. Impact of AI on workplace relationships and communication dynamics, with a focus on digital tools and trend analysis.

5. Ethics and Responsibility in AI Use in Communication

5.1. Ethical issues in the use of AI: privacy, consent, transparency, and misinformation.

5.2. Discussion of ethical dilemmas and policy analysis for responsible AI use.

6. Integrated Project in AI and Communication

6.1. Interdisciplinary practical work where students collaborate to develop a communication solution using AI.

6.2. Application of the studied technologies in a real project focused on solving a specific communication problem through AI.

Teaching methodology and assessment:

Teaching methodologies:

- Interactive theoretical expositions: each session will begin with a theoretical presentation of fundamental AI concepts, followed by discussions to explore their applications in communication.
- Data analysis and practical exercises: students will engage in practical activities involving data analysis and experimentation with AI tools, such as natural language processing and automated content creation.
- Case studies and ethical discussions: through case studies focused on ethical dilemmas and social impacts of AI, students will be encouraged to discuss and reflect on issues like privacy and transparency.
- Practical group projects: students will work in groups to develop communication solutions using AI, applying both technical skills and teamwork abilities.
- Guest Speaker Seminars: experts in AI and communication will be invited to share their experiences, providing students with a current and practical view of AI applications in the field.

Continuous assessment is divided into 2 categories:

- written test (20%) and practical exercises (60% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

[1] Agrawal, A., Gans, J., & Goldfarb, A. (2022). Power and Prediction: The Disruptive Economics of Artificial Intelligence. Harvard Business Review Press.

[2] Siegel, E. (2024). The AI Playbook: Mastering the Rare Art of Machine Learning Deployment. The MIT Press.

[3] Gunkel, D.J. (2020). An Introduction to Communication and Artificial Intelligence |

[4] Lewis, S. C., Guzman, A. L., & Schmidt, T. R. (2019). Automation, Journalism, and Human–Machine Communication: Rethinking Roles and Relationships of Humans and Machines in News. *Digital Journalism*, 7(4), 409–427. <https://doi.org/10.1080/21670811.2019.1577147>

[5] Mollick, E. (2024). Co-Intelligence: Living and Working with AI. Portfolio.

[6] Rashidi, S. (2024). Your AI Survival Guide: Scraped Knees, Bruised Elbows, and Lessons Learned from Real-World AI Deployments. Wiley.

Public Relations and Communication Assessorship (2nd year, 6 ECTS)

Syllabus:

1. Corporate image and reputation management
 - 1.1 Concepts and principles of image and reputation management
 - 1.2 Public perception
 - 1.3 Image and reputation audit
2. Strategic planning in public relations
 - 2.1 Diagnosis, objectives and stakeholder mapping
 - 2.2 Strategies, tactics and definition of messages
 - 2.3 Evaluation and monitoring of results
3. Communication assessorship
 - 3.1 Role and responsibilities
 - 3.2 Relations with the media
 - 3.3 Media relations tools and techniques
4. Crisis communication management
 - 4.1 Types of corporate crises
 - 4.2 Planning for effective crisis management
 - 4.3 Communication strategies in crisis
 - 4.4 Post-crisis image recovery
5. Public Relations Practices
 - 5.1 Internal communication and organizational alignment
 - 5.2 Digital communication and online presence management
 - 5.3 Communication and corporate social responsibility

Teaching methodology and assessment:

Teaching methodologies:

- Theoretical classes: the lectures cover the entire syllabus, covering topics such as image management, strategic planning, communication advisory, crisis communication and specific PR practices. These theoretical moments serve as a basis for the understanding of the fundamental concepts, essential for the development of the learning objectives.
- Practical exercises: the practical exercises encourage the application of theoretical concepts, focusing on internal communication, media relations strategies and reputation management in crisis situations. Students develop analyses and resolution proposals for specific situations, strengthening the ability to adapt and solve problems in different communication contexts.
- Case studies: the analysis of case studies facilitates the understanding of communication strategies in real crises, allowing students to explore crisis management and image recovery, as well as social responsibility and ethical practices in communication. This methodology provides a practical view of how organizations manage their image and relations with the public in complex scenarios.

Continuous assessment is divided into 2 categories:

- written test (20%) and practical exercises (60% of the final grade)
- comprehensive exam (20% of the final grade)

Bibliography:

- [1] Cornelissen, J. (2020). Corporate Communication: A Guide to Theory and Practice (6th ed.). SAGE.
- [2] Smith, R. D. (2020). Strategic Planning for Public Relations (5th ed.). Routledge.
- [3] Coombs, W. T. (2022). Ongoing Crisis Communication: Planning, Managing, and Responding (5th ed.). SAGE.

- [4] Falkheimer, J., & Heide, M. (2021). *Strategic Communication: An Introduction* (2nd ed.). Routledge.
- [5] Doorley, J., & Garcia, H. F. (2020). *Reputation Management: The Key to Successful Public Relations and Corporate Communication* (3rd ed.). Routledge.
- [6] Macnamara, J. (2018). *Evaluating Public Communication: Exploring New Models, Standards, and Best Practice*. Routledge.
- [7] Johnston, J., & Sheehan, M. (2021). *Public Relations: Theory and Practice* (5th ed.). Allen & Unwin.
- [8] Theaker, A., & Yaxley, H. (2018). *The Public Relations Handbook* (6th ed.). Routledge.

Communication Grammar IV: Economics and Politics (2nd year, 6 ECTS)

Syllabus:

Part I - Communication Grammar in Politics

1. Democracy and Discourse

1.1 The emergence of democracy in Classical Antiquity and the conceptualization of discourse

1.2 The debates surrounding the public impact of political discourse

2. Argumentation

2.1 Sources, facts, and interpretation

2.2 Contemporary populist discourse

Part II - Communication Grammar in Economics

3. Sources and Data Interpretation in Economic Journalism

3.1 Sources of economic information

3.2 Key indicators and timing in communicating economic data

4. Reporting on Economic Policy

4.1 Growth, price stability, and unemployment

4.2 Public finance and European budgetary rules

Teaching methodology and assessment:

In the first part of the curriculum, the teaching and learning methodologies include:

- Theoretical presentation of key program topics aimed at developing the students' knowledge base while encouraging critical thinking
- Participative classes
- Group debates

In the second part of the program, a lecture-based methodology is followed by practical application, grounded in real-world contexts, preferably within the national and European scope.

- Lectures
- Participative problem-solving sessions
- Group debates

Continuous assessment is divided into 2 categories:

- 2 written tests (40% of the final grade), individual presentations in class or participatory problem-solving sessions (10% of the final grade), group debates facilitated by the instructor (25% of the final grade)
- comprehensive exam (25% of the final grade)

Bibliography:

[1] Aristóteles (1998). *Retórica*. IN-CM.

[2] Bartels, L. M. (2023). *Democracy Erodes from the Top: Leaders, Citizens, and the Challenge of Populism in Europe*. Princeton University Press.

[3] Butter, M., & Knight, P. (Eds.). (2020). *Routledge Handbook of Conspiracy Theories*. Routledge.

- [4] Caldas, S. (2010). *Jornalismo económico* (3ª ed). Editora Contexto.
- [5] Chang, H.-J. (2022). *Economia*. Clube do Autor. [English version: *Economics: The user's guide*. Bloomsbury.]
- [6] Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook* (1st ed.). O'Reilly Media.
- [7] Meyer et alii. (2002). *História da Retórica*. Temas & Debates.
- [8] Platão (1981). *Fedro*. Guimarães Editores.
- [9] Sherman, Z. (2023). *Communication and economic life*: By Liz Moor (Cambridge, UK: Polity, 2022). *Rethinking Marxism*, 35(2), 300–303. <https://doi.org/10.1080/08935696.2023.2183695>
- [10] Weston, A. (1996). *A Arte de Argumentar*. Gradiva.
- [11] Winkler, M., & Sondag, J. (Eds.). (2014). *The Bloomberg way: A guide for reporters and editors* (25th anniversary ed.). John Wiley & Sons.