

DIGITAL COMMUNICATION COURSE REGISTER

Rio de Janeiro
2024



FUNDAÇÃO GETULIO VARGAS

**SCHOOL OF COMMUNICATION,
MEDIA AND INFORMATION**

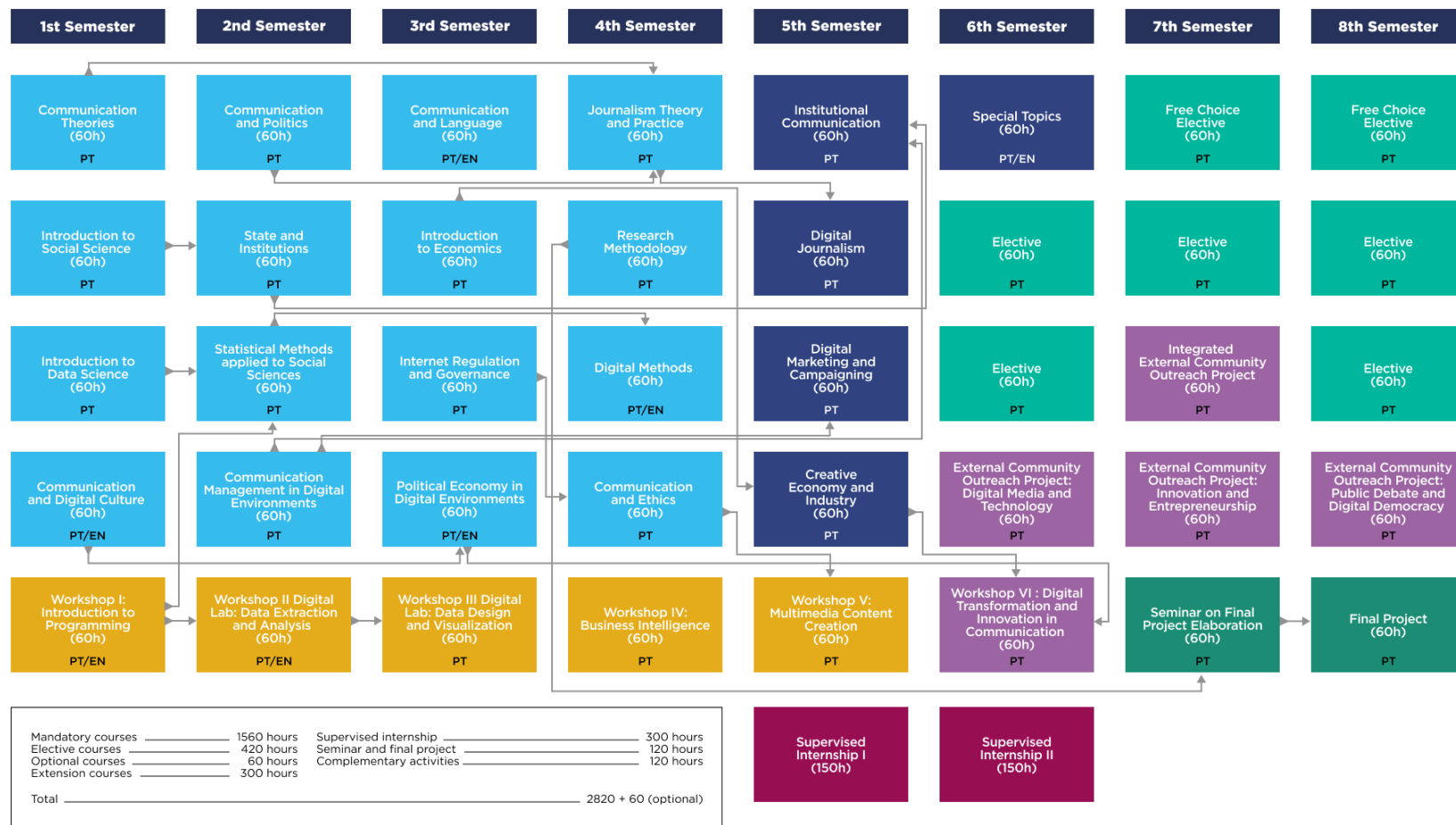
DIGITAL COMMUNICATION COURSE REGISTER

APRIL 2024

**Rio de Janeiro
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Undergraduate course in Digital Communication

Flowchart of the Undergraduate course in Digital Communication



Mandatory Course Register

Communication Theories

Period: 1st

Workload: 60 hours

Course Information

Concept, models and history of communication theories; media theory and its relation with society; mass communication in the industrial society and in the network society; society of the spectacle; news, public opinion and political communication.

Objectives

This course presents an overview of topics, fundamentals and concepts that are essential to understanding the theories of communication throughout the 20th century and the first two decades of the 21st century. One of the course's goals is to enable students to understand how theoretical-methodological theories or models in the field of communication were constituted in parallel with contextual issues. The course will also tackle how the theories of communication contribute to understanding the current context of digitalization in communicative processes.

Vision

When building an overview of the practical and theoretical ramifications that drive the studies on mass communication, the course will be based on a modern syllabus that reflects on the impact of network society, new forms of social organization, and digital media on in mediatization and in human, marketing and behavioral communications.

Basic References

MATTELART, A.; MATTELART, M. **História das teorias da comunicação**. São Paulo: Loyola, 2007.

MCQUAIL, D. **Teorias da Comunicação de Massa**. 6. ed. Porto Alegre: Penso, 2013.

WOLF, M. **Teorias da Comunicação de Massa**. 6. ed. São Paulo: WMF Martins Fontes, 2012.

Supplementary References

BAUDRILLARD, J. **A sociedade de consumo**. Lisbon: Edition 70, 1995.

KATZ, E.. The two-step flow of communication: an up-to-date report on an hypothesis. **The Public Opinion Quarterly**, v. 21, n. 1, p. 61-78, 1957.

MORIN, E. **Cultura de Massas no Século XX – O Espírito do Tempo**. 11. ed. São Paulo: Forense Universitária, 2018.

RÜDIGER, F. Apocalípticos, integrados e pós-modernos: a problemática da tecnologia na teoria da comunicação contemporânea. **Intexto**, n. 1, p. 1-21, 2008.

SODRÉ, M. **Antropológica do espelho: uma teoria da comunicação linear e em rede**. Petrópolis: Vozes, 2002.

Introduction to Social Sciences

Period: 1st

Workload: 60 hours

Course Information

The rise of sociology and its object. Modernity: concepts and processes. The debate between the individual and society. The major explanatory models in Social Sciences. Sociology and human rights. Perspectives on postcolonial and decolonial thinking. The postcolonial and decolonial approaches on the idea of modernity.

Objectives

To introduce students to major explanatory concepts and models in Social Sciences through the analysis of institutions and processes such as industrialization, urbanization, rationalization, secularization, individualization, nation-State, capitalism and liberalism. To present the debate between individualist, collectivist and interactionist methodologies, providing students with tools to reflect on social order, action and change.

Vision

This course is part of the humanistic formation of the student body. By presenting the classic schools in Social Sciences, the course introduces the major analytical assumptions supporting research on society between the 19th and 20th century, enabling reflections about its continuities and ruptures in the face of the transformations of the present.

Basic References

DURKHEIM, E. **As regras do método sociológico**. São Paulo: Martins Fontes, 1999.

SIMMEL, G. Excurso sobre o problema: como é possível a sociedade? **Sociologia & Antropologia**, v. 3, n. 6, p. 653-672, 2013.

WEBER, M. **A ética protestante e o espírito do capitalismo**. 12. ed. São Paulo: Pioneira, 1997.

Supplementary References

CASTRO, C.; O'DONNELL, J. **Introdução às ciências sociais**. Rio de Janeiro: Ed. FGV, 2014.

QUIJANO, A. Dom Quixote e os moinhos de vento na América Latina. **Estudos Avançados**, v. 19, n. 55, p. 9-31, 2005.

REIS, E. P. Sociologia política e processos macro-históricos. **Sociologias**, v. 17, n. 38, p. 18-43, 2015.

MARX, K. **O 18 de brumário de Luís Bonaparte**. São Paulo: Boitempo, 2011.

POLANYI, K. **A grande transformação: as origens da nossa época**. Rio de Janeiro: Campus, 1980.

Introduction to Data Science

Period: 1st

Workload: 60 hours

Course Information

Definition, concepts and areas of knowledge in Data Science. Data concepts. Dimensions of Data Science. Tools and strategies for the collection, preparation and analysis of digital data. Domains of application and case studies.

Objectives

To guide students in understanding the major aspects related to the field of Data Science. To present applications, the market and careers in Data Science. To introduce key concepts in the field, such as Big Data, Machine Learning, Business Intelligence, Data Mining, and more. To develop the practice of database preparation, evaluation and distribution, decision algorithms and clustering of neural networks.

Vision

Based on the content presented in this course, students will master the key tools, concepts and aspects of Data Science. In addition, students will be able to understand its different applications in the market and in science. From an empirical point of view, the set of techniques presented in the course will enable students to use data in order to extract knowledge to support decision-making and activities in the professional field of communication.

Basic References

AMARAL, F. **Introdução à ciência de dados:** mineração de dados e big data. Rio de Janeiro: Alta Books, 2016.

HAN, J.; KAMBER, M.; PEI, J. **Data mining:** concepts and techniques. Burlington: Morgan Kaufmann, 2000.

REZENDE FRANCISCO, E. Big data analytics e ciência de dados: pesquisa e tomada de decisão. **Revista de Administração de Empresas**, v. 57, n. 2, p. 199-200, 2017.

Supplementary References

AMARAL, F. **Aprenda mineração de dados:** teoria e prática. Rio de Janeiro: Alta Books, 2016.

DIAS, M. Parâmetros na escolha de técnicas e ferramentas de mineração de dados. **Acta Scientiarum. Technology**, v. 24, p. 1715-1725, 2002.

GRUS, J. **Data Science do zero:** primeiras regras com o Python. Rio de Janeiro: Alta Books, 2019.

JUNIOR, W. Jornalismo inteligente na era do data mining. **Líbero**, n. 18, p. 119-126, 2016.

MCKINNEY, W. **Python para análise de dados:** tratamento de dados com Pandas, NumPy e IPython. Rio de Janeiro: Novatec, 2019.

Communication and Digital Culture

Period: 1st

Workload: 60 hours

Course Information

The study of the interface between communication and digital technologies in their social, economic, cultural and political dimensions. Cybernetics, cyberculture and its implications in contemporary communicative processes. Convergence Culture and cultural practices mediated by digital communication technologies. Politics in the cyberspace and the reflects of the hyperconnected public sphere. Algorithmic mediation. Internet of Things, Smart Cities and the reflects of mobile communication on contemporary sociability.

Objectives

To offer conceptual and methodological support to investigate how communication practices, processes, products and means and related to the emergence and incorporation of digital technologies in everyday life. To examine the contribution of internet studies for the field of communication. To provide students with a critical understanding of the implications of technological development on the way social actors relate to one another. To understand the effects of the digitalization of communication in the processes of production, circulation and consumption of media products.

Vision

The emergence and popularization of digital technologies has significantly altered the way contemporary societies work. This course seeks to introduce students to discussions about the impacts of digital transformation based on a theoretical perspective of communication.

Basic References

CASTELLS, M. **A sociedade em rede**. São Paulo: Paz e Terra, 1999.

JENKINS, H. **Cultura da convergência**. São Paulo: Aleph, 2015.

LÉVY, P. **Cibercultura**. São Paulo: Editora 34, 2009.

Supplementary References

BENJAMIN, W. **A obra de arte na era de sua reprodutibilidade técnica: obras escolhidas**. São Paulo: Brasiliense, 2012.

D'ANDRÉA, C. **Pesquisando plataformas online: conceitos e métodos**. Salvador: EDUFBA, 2020. Available at: <https://repositorio.ufba.br/ri/handle/ri/32043>.

FLUSSER, V. **O mundo codificado: por uma filosofia do design e da comunicação**. São Paulo: Cosac & Naif, 2013.

JOSGRILBERG, F.; LEMOS, A. **Comunicação e mobilidade: aspectos socioculturais das tecnologias móveis de comunicação no Brasil**. Salvador: EDUFBA, 2009.

MARTINO, L. M. S. **Teoria das mídias digitais: linguagens, ambientes e redes**. Petrópolis: Vozes, 2017.

SILVEIRA, S. A. Governo dos algoritmos. **Revista de Políticas Públicas**, v. 21, n. 1, p. 267-281, 2017.

Workshop I: Introduction to Programming

Period: 1st

Workload: 60 hours

Course Information

Programming languages and object-oriented programming; Python; Language syntax and semantics; Objects, variables and functions (methods); Native types, operators and related methods; Operator polymorphism; Operators and related methods, indexing, slicing, string and list concatenation, list nesting; Type conversion; List navigation with for, range() and enumerate(); Functional programming: map, reduce, filter, zip, all, any, lambda and passing functions as parameters; Classes, methods and attributes, objects, inheritance, exception handling.

Objectives

To present the fundamentals of the Python programming language, its logic, types of data, data structures, control and repetition structure, introduction to object-oriented programming and exception handling.

Vision

Computer programming is a key skill for the data scientist. The solution of problems is shaped by the use of code. In addition to being one of the most used languages in the market, Python has been used in introductory programming courses in many universities.

Basic References

BARRY, P. **Use a cabeça!** Python. Rio de Janeiro: Alta Books, 2018.

MENEZES, N. N. C. **Introdução à programação com Python:** algoritmos e lógica de programação para iniciantes. São Paulo: Novatec, 2019.

ZED, A. S. **Aprenda Python 3 do jeito certo:** uma introdução muito simples ao incrível mundo dos computadores e da codificação. Rio de Janeiro: Alta Books, 2019.

Supplementary References

BORGES, L. E. **Python para desenvolvedores:** aborda Python 3.3. São Paulo: Novatec, 2014.

KOPEC, D. **Problemas clássicos de ciência da computação com Python.** São Paulo: Novatec, 2019.

MATTHES, E. **Curso intensivo de Python:** uma introdução prática e baseada em projetos à programação. São Paulo: Novatec, 2015.

MCKINNEY, W. **Python for data analysis:** data wrangling with Pandas, NumPy, and IPython. Newton: O'Reilly Media, 2012.

RASCHKA, S. **Python machine learning:** unlock deeper insights into machine learning with this vital guide to cutting-edge predictive analytics. Birmingham: Packt, 2015.

Communication and Politics

Period: 2nd

Workload: 60 hours

Course Information

This course is an examination of how digital and traditional means of communication are related to political phenomena, institutions and actors in Brazil and in the world. More specifically, the course will discuss how means and modes of communication can influence political behaviors, practices and discourses, looking at how this process is affected by the different stages of technological development – from the predomination of the mass communication model to the emergence of decentralized communication in digital environments. The debate will be mediated by the presentation of theoretical-methodological models of communication based on a political perspective and focusing on key concepts such as public sphere, democracy and public opinion. Specific debates may include topics such as political communication in online environments, the concept of public sphere and its ramifications in digital environments, the role of social media in campaigns and elections, and the relationship between digital communication tools and democratic practices.

Objectives

To present theoretical-methodological models in the field of communication, demonstrating its direct connection to political phenomena, behaviors and practices. To debate, from a perspective of communication, concepts such as democracy, public opinion, activism, political communication and the public sphere. To examine the role and relationships played by different actors and organizations, such as the media, parties, politicians, social movements, new collectives and specific subordinate groups in the dynamics of social, public and political institutions.

Vision

The course will guide students through a critical understanding of the intersections between the fields of communication and politics.

Basic References

FIGUEIREDO, M. **A decisão do voto: democracia e racionalidade**. Belo Horizonte: Editora UFMG, 2008.

GOMES, W; MAIA, R. **Comunicação e democracia: problemas e perspectivas**. São Paulo: Paulus, 2008.

MENDONÇA, R; CUNHA, E (org.). **Introdução à teoria democrática: conceitos, histórias, instituições e questões transversais**. Belo Horizonte: Editora UFMG, 2018.

MIGUEL, L. F. Os meios de comunicação e a prática política. **Lua Nova**, n. 55-56, p. 155-184, 2002.

MARQUES, F; SAMPAIO, R. C.; AGGIO, C. **Do clique à urna: internet, redes sociais e eleições no Brasil**. Salvador: EDUFBA, 2013. Available at: <https://repositorio.ufba.br/ri/handle/ri/10078>.

Supplementary References

GUAZINA, L. O conceito de mídia na comunicação e na ciência política: desafios interdisciplinares. **Revista Debates**, v. 1, n. 1, p. 49, 2007.

GOMES, W. **Democracia digital: que democracia?** In: ENCONTRO DA ASSOCIAÇÃO NACIONAL DE PESQUISADORES EM COMUNICAÇÃO E POLÍTICA, 2., 2007. **Anais...** Universidade Federal de Minas Gerais, Belo Horizonte, 2007. v. 5.

LEWANDOWSKY, S.; ULLRICH, E.; COLLEEN, S.; SCHWARZ, N.; COOK, J. Misinformation and its correction. **Psychological Science in the Public Interest**, v. 13, n. 3, p. 106-131, 2012.

RUEDIGER, M. A. (coord.) **Robôs, redes sociais e a política no Brasil: estudo sobre interferências ilegítimas no debate público na web, riscos à democracia e processo eleitoral de 2018**. Rio de Janeiro: FGV DAPP, 2017. Available at: <http://dapp.fgv.br/robos-redes-sociais-e-politica-estudo-da-fgvdapp-aponta-interferencias-ilegitimas-no-debate-publico-na-web/>.

BENNETT, W. L; SEGERBERG, A. The logic of connective action: digital media and the personalization of contentious politics. **Information, Communication, and Society**, v. 15, n. 5, p. 739-768, 2012.

State and Institutions

Period: 2nd

Workload: 60 hours

Course Information

The fundamentals of politics. The State. The separation of powers. Federalism. Political regimes. Representation. Electoral systems. Democratic theory. Citizenship. Racial democracy in Brazil. Human rights. Political participation. Institutionalism. The Brazilian political system. The role of the State as guarantor of new rights. Diversity, Ethnic-Racial Relations and the National Environmental Policy. Sustainable Development Goals (SDGs).

Objectives

To introduce the major issues related to the organization and distribution of power. To discuss the foundations and legitimacy of government regimes. To present the major theories of democracy, encompassing social aspects, political institutions and the Brazilian political system.

Vision

This course is part of the humanistic formation of the student body, with the introduction of reflections on politics in the West. Special attention is given to the development of the different approaches of democratic theory, as well as of the debates about representation, participation and institutions. The course will present the major impasses of the Brazilian institutional political debate based on approaches of political science to enable the understanding of contemporary political dynamics.

Basic References

DAHL, R. **Poliarquia: participação e oposição**. São Paulo: Edusp, 1997.

HALL, P.; TAYLOR, R. As três versões do neoinstitucionalismo. **Lua Nova**, n. 58, p. 193-223, 2003

MANIN, B. As metamorfoses do governo representativo. **Revista Brasileira de Ciências Sociais**, n. 29, p. 35-48, 1995.

PATEMAN, C. Garantir a cidadania das mulheres: a indiferença e outros obstáculos. **Revista Crítica de Ciências Sociais**, v. 89, p. 29-40, 2010.

SCHUMPETER, J. **Capitalismo, socialismo e democracia**. São Paulo: Unesp, 2017.

SOARES, G. A. D.; RENNÓ, L. R. **Reforma política: lições da história recente**. Rio de Janeiro: Ed. FGV, 2006.

Supplementary References

BOBBIO, N. **Teoria geral da política**. Rio de Janeiro: Campus, 2000.

CARVALHO, J. M. **Cidadania no Brasil: o longo caminho**. Rio de Janeiro: Civilização Brasileira, 2002.

HOBBS, T. **Leviatã**. São Paulo: Ícone, 2008.

MAQUIAVEL, N. **O príncipe**. São Paulo: Difel, 2011.

NICOLAU, J. **Sistemas eleitorais**. 6. ed. Rio de Janeiro: Ed. FGV, 2012.

WEFFORT, F. (org.). **Os clássicos da política**. São Paulo: Ática, 2006. v. 1, 2.

Statistical Methods Applied to Social Sciences

Period: 2nd

Workload: 60 hours

Course Information

Introduction to probability theory. Random variables and probability distribution. Multiple random variables. Statistical inference with one variable: point estimation, interval estimation, hypothesis testing. Linear regression. Diagnostics in linear regression. Nonlinear regression models.

Objectives

In order to prepare students to use common statistical methods in social science, the course addresses the basic principles of probability and statistics needed to understand how a regression model works. Students will learn the theoretical foundations of commonly used regression methods and will have the opportunity to implement them in a programming language.

Vision

Begin students' education in statistical and computational methods that will be the basis for the construction of analytical practices aligned with the new demands of the communication market, such as data journalism and business intelligence. Basic statistics and the computational implementation of its concepts are the fundamental steps for developing disciplines related to quantitative methods and computational techniques offered throughout the course.

Basic References

BUSSAB, W. O.; MORETTIN, P. A. **Estatística básica**. Rio de Janeiro: Saraiva, 2017.

CERVI, E. **Manual de métodos quantitativos para iniciantes em Ciência Política**. Curitiba: CPOP/UFPR, 2017.

ROSS, S. **Probabilidade: um curso moderno com aplicações**. Porto Alegre: Bookman, 2010.

Supplementary References

BARBETTA, P. **Estatística aplicada às ciências sociais**. 9. ed. Florianópolis: UFSC, 2014.

BECKER, J.L. **Estatística básica: transformando dados em informação**. Porto Alegre: Bookman, 2015.

CERVI, E. **Métodos quantitativos em Ciência Política para iniciantes**. Curitiba: CPOP, 2019. v. 2.

MOORE, W. H.; SIEGEL, D. A. **A mathematics course for political and social research**. Princeton: Princeton University Press, 2013.

MOORE, D. S. **A estatística básica e sua prática**. Rio de Janeiro: LTC, 2017.

Communication Management in Digital Environments

Período: 2nd

Carga horária: 60 hours

Course Information

The influence of attitude in digital networks on political behavior, consumption and relationships between people; public opinion x virtual opinion; planning and execution of communication strategies in social networks; the discredit of politics and the challenges of public communication. Internet impact statistics and online public measurement; definition and collection of online impact goals. Construction of a digital position and prevention mechanisms; the role of social perception monitoring on the web versus traditional feedback surveys; what is a crisis: perception of magnitude, defense and counter-attack techniques; the protagonists of a crisis: stakeholders, axes and opinion makers.

Objectives

To instruct students on the best communication management strategies and resources (public, institutional, journalistic and business) in digital environments based on the understanding of new practices, profiles, and information and communication flows on the internet.

Vision

By presenting the best practices of institutional monitoring on social networks and the use of big data applied to communication management in digital environments, the course enables a reflection on the transformations that corporations and governments must undergo to work on their reputations in the 21st century. Communication strategies are developed in digital media through the study of metrics such as Facebook Topic Data, views on YouTube and the impact of retweets.

Basic References

BENKLER, Y. **The wealth of networks**: how social production transforms markets and freedom. New Haven: Yale University Press, 2006.

LIMEIRA, T. **A internet, o comportamento do consumidor e as práticas de marketing**. São Paulo: FGV EAESP, 2005.

MANOVICH, Lev. A ciência da cultura? Computação social, humanidades digitais e analítica cultural. **Matrizes**, v. 9, n. 2, p. 67-83, 2015.

Supplementary References

AXEL, B. Anthropology and the new technologies of communication. **Cultural Anthropology**, v. 21, n. 3, p. 354-384, 2006.

CORRÊA, E. S. Comunicação digital: uma questão de estratégia e de relacionamento com públicos. **Organicom**, v.2, n.3, p. 95-111, 2005. Available at: <https://doi.org/10.11606/issn.2238-2593.organicom.2005.138900>.

MACHADO, M. A teoria da antropologia digital para as humanidades digitais. **Revista Z Cultural**, v. 2, p. 1-7, 2018.

MONTARDO, S. Consumo digital e teoria de prática: uma abordagem possível. **Revista FAMECOS**, v. 23, n. 2, p. 1-15, 2016.

OMENA, J. J. (org). **Métodos digitais**: teoria-prática-crítica. Lisbon: ICNOVA, 2019. Available at: <https://www.icnova.fcsh.unl.pt/metodos-digitalisteoria%E2%80%90pratica%E2%80%90critica/>.

Workshop II: Digital Lab: Data Extraction and Analysis

Period: 2nd

Workload: 60 hours

Course Information

Development of strategies and monitoring of data collection and categorization processes; Practice with organizing and structuring databases; APIs, basic programming and search interfaces; Details on formats, exporting and importing databases, metadata and features of algorithms and software for extraction; Regular and longitudinal data analysis; research focus and objects.

Objectives

To educate students in the use of a programming language applied to the extraction and analysis of digital data. To present different techniques for data collection in digital environments such as social media or web pages. To understand the basic principles of construction, cleaning and exploratory analysis of digital databases.

Vision

Digital environments are increasingly seen as a substantial source of data. These spaces circulate data that can be useful for decision making at different social, political and economic levels. The content in this course will enable students to apply different methods and techniques for collecting data in digital environments.

Basic References

MITCHELL, R. **Web scraping com Python**: coletando mais dados da web moderna. São Paulo: Novatec, 2019.

NIELD, T. **Introdução à linguagem SQL**: abordagem prática para iniciantes. São Paulo: Novatec, 2016.

WISDOM, V.; GUPTA, R. **An introduction to Twitter Data Analysis in Python**. [S. l.: s. n.], 2016. Available at: <https://www.researchgate.net/publication/308371781>.

Supplementary References

BASSET, L. **Introdução ao JSON**: um guia para JSON que vai direto ao ponto. São Paulo: Novatec, 2015.

CHEN, D. **Análise de dados com Python e Pandas**. São Paulo: Novatec, 2018.

EDMONDS, J. **Como pensar sobre algoritmos**. Rio de Janeiro: LTC, 2010

MARTELLI, R. **Modelagem e banco de dados**. São Paulo: Senac, 2018.

THOMAS, D. M.; MATHUR, S. **Data analysis by web scraping using Python**. In: INTERNATIONAL CONFERENCE ON ELECTRONICS, COMMUNICATION AND AEROSPACE TECHNOLOGY, 3., 2019. **Anais...** Institute of Electrical and Electronics Engineers, Piscataway, 2019.

Communication and Language

Period: 3rd

Workload: 60 hours

Course Information

Overview of language studies (structuralism; generative grammar; functionalism); basic notions in linguistics (langue and parole; properties of language; levels of linguistic structure); basics in sociolinguistics (change and variation; dialects, varieties and registers; formal language and standard language; linguistic prejudice); basics in pragmatics (speech acts; cooperation and relevance; enunciation; text and speech; language functions; discursive genres); discourse analysis theories (Systemic-Functional Linguistics; Critical Discourse Analysis; Discourse Analysis).

Objectives

To introduce key concepts in the field of language studies to understand the importance of linguistic aspects in communication and society and develop critical thinking about issues involving language, communication and society.

Vision

This course encourages the development of a reflective look to the functioning of language in society beyond its structure, taking into account the impact that new technologies and digital media have on this dynamic. Focus is given to the cultural diversity of language manifestations and the discursive territories in which these manifestations are or may be inserted.

Basic References

ALVES, M. A. **Análise crítica do discurso:** exploração da temática. São Paulo: FGV EAESP, 2006.

BAGNO, M. **Preconceito linguístico.** 56. ed. São Paulo: Parábola, 2015.

FIORIN, J. L. (org.). **Introdução à linguística:** objetos teóricos. 6. ed. São Paulo: Contexto, 2014. v. 1.

SAUSSURE, F. **Curso de linguística geral.** 28. ed. Tradução: Antônio Chelini, José Paulo Paes e Izidoro Blikstein. São Paulo: Cultrix: 2012.

Supplementary References

CARVALHO, C. **Para compreender Saussure:** fundamentos e visão crítica. 14. ed. Petrópolis: Vozes, 2013.

FIORIN, J. L. (org.). **Introdução à linguística:** princípios de análise. São Paulo: Contexto, 2003. v. 2.

MATTHIESSEN, C. M. Systemic Functional Linguistics as applicable linguistics: social accountability and critical approaches. **D.E.L.T.A.**, v. 28, n. especial, p. 435-171, 2012.

MARTELOTTA, M. E. (org.). **Manual de linguística.** São Paulo: Contexto, 2008.

MUSSALIN, F.; BENTES, A. C. **Introdução à linguística:** domínios e fronteiras. 8. ed. São Paulo: Cortez, 2017. v. 2.

Introduction to Economics

Period: 3rd

Workload: 60 hours

Course Information

Economic principles: scarcity, incentives, cost-benefit analysis, rationality, opportunity cost. Notions in microeconomics: supply, demand, equilibrium, well-being, market structures (competition, market power), externalities. Notions in macroeconomics: national budget and macroeconomic aggregates (GDP, income, expenditure), price and inflation indices, interest, savings and investment, unemployment and the labor market. Fiscal policy: government spending, taxation and regulation. Monetary policy: the functions of currency, the monetary system, the role of the Central Bank. Notions in international economy: balance of payments, exchange, globalization and trade policies. Debates on determinants of economic development. The 2030 Agenda and the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs).

Objectives

The course introduces the reasoning, methodology and language of economics, as well as basic concepts in macro and microeconomics. The focus is on comparing theories and empirical evidence on topics relevant to undergraduate communication. Each topic will be introduced through a presentation of economic theory and empirical evidence showing the validity and limitations of theories.

Vision

Communication courses usually have an introductory discipline on economics. However, the typical focus of these disciplines is to present economic theory without necessarily contrasting it with empirical evidence. The purpose of this discipline is to present both theory and evidence, given that economic science is increasingly empirical. In this way, communication professionals will be educated in the way of thinking about the economy, with the presentation of relevant information regarding the interpretation of economic phenomena.

Basic References

MANKIW, N. G. **Introdução à economia**. 8. ed. São Paulo: Cengage Learning, 2019.

PASSOS, C. R. M.; NOGAMI, O. **Princípios de economia**. 7. ed. São Paulo: Cengage Learning, 2016.

PINHO, D. B.; TONETO Jr., R.; VASCONCELLOS, M. A. S. **Manual de economia**. 7. ed. São Paulo: Edusp, 2017.

Supplementary References

CANO, W. **Introdução à economia: uma abordagem crítica**. São Paulo: Unesp, 1998.

GIAMBIAGI, F. et al. **Economia brasileira contemporânea: 1945-2015**. 3. ed. Rio de Janeiro: Elsevier, 2016.

HAMERMESH, Daniel S. Six decades of top economics publishing: wo and how? **Journal of Economic Literature**, v. 51, n. 1, p. 162-72, 2013.

RUEDIGER, M.; JANNUZZI, P. (coord.). **Políticas públicas para o desenvolvimento sustentável: dos mínimos sociais dos objetivos de desenvolvimento do milênio à agenda multissetorial e integrada de desenvolvimento sustentável**. Rio de Janeiro: FGV DAPP, 2018.

SAMUELSON, P. **Introdução à análise econômica**. Rio de Janeiro: Agir, 1975.

VARIAN, H. **Microeconomia: uma abordagem moderna**. 9. ed. Rio de Janeiro: Elsevier, 2016.

Internet Regulation and Governance

Period: 3rd

Workload: 60 hours

Course Information

Global internet governance concepts and mechanisms; political economy that influences their regulation. Data valuation and ethics in digital environments. Self-regulation and regulation. Competitive and comparative approaches to regulation. The Internet Regulatory Framework, the General Law for the Protection of Personal Data, image protection actions in Brazil and worldwide.

Objectives

To identify the actors of internet governance (public administrations, private intermediaries, civil society) and their prerogatives and explore the conceptual and structural elements needed to understand the challenges of internet governance and the evolution brought by the internet.

Vision

The analysis of the concepts and mechanisms required to understand the global governance of the internet enables an understanding of the economic and political interests that determine its evolution and influence its regulation. Knowledge of such internet concepts and mechanisms is essential to understand the role of electronic networks as an essential infrastructure for the development and value of data as an asset.

Basic References

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SILVEIRA, S. A. Marco Civil e a proteção da privacidade. **ComCiência**, n. 158, p. 1-5, 2014.

Political Economy in Digital Environments

Period: 3rd

Workload: 60 hours

Course Information

Digital environments and globalization. Business, production and investment in the global economy. Governing the global system: digitization and democracy. The concept of ecosystem, platform and digital environments. Conflict and instability: springs, hybrid wars and digital revolutions. Responding to disruptive forces: self-regulation versus regulation.

Objectives

To provide an understanding of globalization and the current state of the global economy, as well as the factors and effects of disrupting the expansion of the use of digital platforms for democracy, and the political debate in society in particular.

Vision

From the globalization of markets and the internationalization of companies to the present form of digital global capitalism, the transformations of social, political and economic relations through digital platforms are evident. Digital economies have implications for traditional political economy relationships between governments and companies in terms of hybrid wars, color revolutions, trade wars, cybersecurity imperatives and political polarizations. The digital revolution implies rethinking the scope of governance and management of public and private institutions.

Basic References

DONNA, C. U.; SILVA, A. R. Os usos do Facebook nas manifestações dos simbolismos organizacionais [online]. **Revista Eletrônica de Administração**, v. 20, n. 3, 2014.

LEI, T., TANG, Y. Digital governance model for big data era: based on typical practices in Singapore. **Humanities and Social Sciences**, v. 7, n. 2, p. 76-82, 2019.

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Supplementary References

CHAGAS, V. Uma alternativa para escapar à tabloidização ou uma forma de tabloidização alternativa? O mercado brasileiro de jornais populares e a economia política da imprensa escrita. **Revista Brasileira de Ciências Políticas**, n. 22, p. 7-48, 2017.

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GERLITZ, C; HELMOND, A; VAN DER VLIST, F; WELTEVREDE, E. Regramming the Platform: Infrastructural Relations between Apps and Social Media. **Computational Culture—A Journal of Software Studies**, v. 7, 2019.

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HELMOND, A. The platformization of the web: Making web data platform ready. **Social Media+ Society**, v. 1, n. 2, p. 1-11, 2015.

LIU, K. Z. Commercial-State empire: a political economy perspective on social surveillance in contemporary China. **The Political Economy of Communication**, v. 7, n. 1, p. 3-29, 2019.

OYEDEMI, T. D. Global digital capitalism: Mark Zuckerberg in Lagos and the political economy of Facebook in Africa. **International Journal of Communication**, n. 13, p. 2045-2061, 2019.

Workshop III: Digital Lab: Data Design and Visualization

Period: 3rd

Workload: 60 hours

Course Information

Design fundamentals and design thinking; Visual organization; Presentation techniques; Problem identification and solution ideation based on data visualization; View types; Dashboards and graphics; Visualization tools; Visualization techniques and best practices; Evaluation of solutions. Descriptive statistics. Hypothesis testing. Clustering: k-means and hierarchical clustering. Tools: *matplotlib-seaborn/bokeh/plotly*.

Objectives

In this course, students will learn design notions and their applications in digital data visualization. The content discussed will guide students on how to choose the best type of visualization to analyze the data collected. In addition, students are expected to master reading data presented in the form of visualizations.

Vision

Visualization is a fundamental step in the practice and field of Data Science studies. Different techniques of graphical representation of data can be used to evaluate scenarios, identify problems, and think and propose solutions, both for businesses and for research. This course provides the knowledge required for an initial exploration of databases, including the cleaning step and the visualization techniques needed to communicate the analyses.

Basic References

BROWN, T. **Design thinking**: uma metodologia poderosa para decretar o fim das velhas ideias. Rio de Janeiro: Elsevier, 2010.

KALBACH, J. **Mapeamento de experiências**: um guia para criar valor por meio de jornadas, blueprints e diagramas. Rio de Janeiro: O'Reilly, 2017.

KNAFLIC, C. N. **Storytelling com Dados**: um Guia Sobre Visualização de Dados Para Profissionais de Negócios. Alta Books, 2017.

Supplementary References

BANKS, A., FRASER, T. **O Essencial da Cor No Design**. São Paulo: SENAC, 2012.

GIANNELLA, J R.; SOUZA, S. Mediações e Sense-Making: duas lógicas comunicacionais do Design da Informação. Infodesign (SBDI. Online), v. 12, p. 47-61, 2015.

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Journalism Theory and Practice

Period: 4th

Workload: 60 hours

Course Information

The social role of journalism. Journalism and knowledge production. Journalism and public interest. Hierarchy of information in report production, topic determination, the lead and the factual presentation of news; the professionalization of journalism, the role of reporters and the concept of objectivity. The fundamentals of verification and relationship with sources; the social fact of the news and the *faits divers*; political journalism and partisanship; fundamentals of verification and editorial reliability; “new journalism”, the national press and regional coverage, journalistic ethics. Text and hypertext on the internet and writing standards for multiplatform support. Spoken text, audio and podcast production.

Objectives

This course aims to guide the daily practice of producing reports with a special focus on the practice of journalistic writing — hierarchy of information and factual verification and organization of information. The course presents principles and resources for checking and obtaining information and discusses the general ways of preparing news content for daily coverage vehicles, special reports, the internet, blogs and podcasts.

Vision

A general introduction to journalistic practice with a view to adapting to the 21st century and the challenges of the digital public sphere. The course builds an approach to the main movements of action and organization of the press, with the definition of the media as an institution of influence on political and social processes and with the digital convergence of professional journalism to the supports of the internet. In addition, the course establishes the fundamental principles of investigation, editing and reporting and the methodological concepts of journalism, with an emphasis on press adaptation, the journalistic function and the commercial model of news production for digital platforms.

Basic References

BENETTI, Marcia. O jornalismo como gênero discursivo. *Galáxia*, n. 15, p. 13-28, 2008.

LAGE, N. **A reportagem**: teoria e técnica de entrevista e pesquisa jornalística. Rio de Janeiro: Record, 2006.

SCHUDSON, M. **Descobrimos a notícia**. Petrópolis: Vozes, 2010.

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Supplementary References

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SILVA, Terezinha; FRANÇA, Vera. Jornalismo, noticiabilidade e valores sociais. In: E-Compos. 2017. Available at: <http://www.e-compos.org.br/e-compos/article/view/1398>.

Research Methodology

Period: 4th

Workload: 60 hours

Course Information

The construction of scientific knowledge linking empirical reality and theory. The mechanisms of epistemological and methodological analysis and surveillance of knowledge production. Theoretical coherence of principles, procedures and techniques; The subjectivity of the construction and theoretical validation of knowledge in terms of the theories, models, disciplines, established rules and power strategies followed as universal; new forms of knowledge convergence in new knowledge partnerships.

Objectives

To develop skills and competences for the use of quantitative and qualitative methods, techniques and instruments in research projects. To understand the limits of neutrality not only in theories, concepts and methods, but also of power strategies and ideologies.

Vision

Knowledge of the epistemological and methodological principles of the production of scientific knowledge about empirical social reality within the framework of the social sciences. The ability to develop mechanisms for critical surveillance of the conditions of production and validation of objective knowledge within the framework of the reflexive and situated subjectivities of the actors and researchers in the analyzed processes.

Basic References

BAUER, M. W; GASKELL, G. **Pesquisa qualitativa com texto, imagem e som: um manual prático**. Petrópolis: Vozes, 2002.

DUARTE, J. e BARROS, A. (org.). **Métodos e Técnicas de Pesquisa em Comunicação**. 2ª ed. São Paulo: Atlas, 2009.

MARTINO, Luis Mauro Sá. **Métodos de Pesquisa em Comunicação: projetos, ideias, práticas**. Petrópolis: Vozes, 2018.

Supplementary References

NUNES, M. J. **Epistemologia e metodologia econômica**. Lisbon: Imprensa Nacional/Casa da Moeda, 2004.

KAPLAN, D. **The Sage handbook of quantitative methodology for the social sciences**. Thousand Oaks, CA: Sage, 2004.

POUPART et al. **A pesquisa qualitativa: enfoques epistemológicos e metodológicos**. Petrópolis: Vozes, 2008.

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Digital Methods

Period: 4th

Workload: 60 hours

Course Information

Fundamentals of digital methods. Platform policy. The platformization of the web. The affordances of social media platforms. APIs. Big data. Data extraction, processing and mining software. Digital tools for data analysis. Quanti-quali research oriented to digital objects. Network analysis.

Objectives

Introduction to the fundamentals of digital methods for research on social networks and other digital platforms. This course will teach the elementary concepts of digital methods and how this research practice differs from the “virtual methods” used in early internet studies. Students will learn how to create their own methodological procedures with a quanti-quali approach to examine digital objects and phenomena in a critical perspective, which takes into account the infrastructure and affordances of online platforms.

Vision

This course describes the process of formulating hypotheses, defining research objectives, and the practical application on the digital network corpora, incorporating the debate on data accessibility, scientific ethics and anonymization of public and private information. When approaching social media, theory and practice are intermingled in the basic education for professionals who will perform research and innovation roles in universities, institutes or corporations.

Basic References

OMENA, J. **Métodos digitais: teoria-prática-crítica**. Lisbon: Livros ICNOVA, 2019.

ROGERS, R. O fim do virtual: os métodos digitais. In: **Lumina**. v.10, n.3, p.1-34, 2016.

VIMIEIRO, A. C. O uso de dados e métodos digitais nas pesquisas em Comunicação. Revista FAMECOS - Mídia, Cultura e Tecnologia; Mai-Ago, Vol. 26, Issue 2, 2019. pp. 1-24.

Supplementary References

CHIZZOTTI, A. **Pesquisa em ciências humanas e sociais**. São Paulo: Cortez, 2006.

D' ANDREA, C. F. B. Pesquisando plataformas online: conceitos e métodos. Salvador: ED. UFBA, 2020. Available at: <http://repositorio.ufba.br/ri/handle/ri/32043>.

KUHN, T. **A estrutura das revoluções científicas**. São Paulo: Perspectiva, 1973.

SILVA, T.; STABILE, M. (Org.). **Monitoramento e pesquisa em mídias sociais: metodologias, aplicações e inovações**. Brasília, DF: IBPAD, 2017.

RECUERO, R. Introdução à análise de redes sociais online. Salvador: ED. UFBA, 2017. Available at: <https://repositorio.ufba.br/ri/handle/ri/24759>.

Communication and Ethics

Period: 4th

Workload: 60 hours

Course Information

Definitions of ethics. Ethics and deontology in a historical perspective. Moral thinking. Discursive ethics. Ethics in Communication. The right to communication as human rights. Ethics and privacy in the digital era. Legislation, regulation and civil frameworks. Jurisprudence. Consent and transparency. Rights, responsibilities and individual freedoms. Use of personal data: finance, health, relationships. Digital social networks. Racism and sexism in algorithm programming. Activism and hacking. Information leaking. Deep web.

Objectives

This course presents the classic basic concepts of ethics and codes of ethics in the field of Communication, as well as digital legislation in Brazil. It promotes the debate on ethics and the right to privacy in the digital age, discussing concepts related to professional areas, social media platforms, activism, crimes of opinion and the right to information.

Vision

Students will be taught the basic concepts of ethics and regulation in the field of Communication. After developing the technical skills necessary to obtain, process and analyze a database, and subsequently communicate the results through data visualization, this course offers the possibility of debating ethical issues related to data manipulation. The course will present the digital legislation, and the discussion on privacy, individual freedoms, legal responsibility and activism will be stimulated from the perspective of the professional practice of data manipulation and recent high-profile cases, such as the Cambridge Analytica scandal and alleged external interferences in electoral processes.

Basic References

ACQUISTI, A.; BRANDIMARTE, L.; LOEWENSTEIN, G. Privacy and human behavior in the age of information. *Science*, v. 347, n. 6.221, p. 509-514, 2015.

BARROS FILHO, C. **Ética na comunicação**. São Paulo: Moderna, 1995.

BRASIL. **Lei no 12.965, de 23 abril de 2014**. Estabelece princípios, garantias, direitos e deveres para o uso da internet no Brasil. Diário Oficial [da] República Federativa do Brasil, Brasília, DF, 24 abr. 2014.

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VÁZQUEZ, A. S. **Ética**. Rio de Janeiro: Civilização Brasileira, 2008.

Supplementary References

SANDEL, M. J. **Justiça: O que é fazer a coisa certa?** Rio de Janeiro: Civilização Brasileira, 2015.

O'NEIL, C. **Algoritmos de Destruição em Massa**. São Paulo: Editora Rua do Sabão, 2020.

WORLD ECONOMIC FORUM. **How to Prevent Discriminatory Outcomes in Machine Learning**. Março, 2018. Available at: http://www3.weforum.org/docs/WEF_40065_White_Paper_How_to_Prevent_Discriminatory_Outcomes_in_Machine_Learning.pdf.

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ABI. **Código de ética dos jornalistas brasileiros**. Available at: <http://www.abi.org.br/institucional/legislacao/codigo-de-etica-dos-jornalistas-brasileiros/>.

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Workshop IV: Business Intelligence

Period: 4th

Workload: 60 hours

Course Information

Integration of business processes with monitoring and tracking models. Development and implementation of indicators and dashboards. Business intelligence and big data tools. Integration between tactical and operational levels and business strategy. Strategic planning and strategic management methodologies.

Objectives

To provide students with the necessary knowledge to manage business information, storage, visualization and analysis tools and techniques capable of generating competitive advantages.

Vision

This course offers the technical knowledge necessary for the development of the entire business intelligence process, from data source integration to analysis. The mastery of business intelligence techniques is essential for the transformation of large volumes of raw information – which in itself is not a competitive advantage – into knowledge capable of supporting informed business decisions.

Basic References

GOMES, E.; BRAGA, F. **Inteligência Competitiva Em Tempos De Big Data**: Analisando informações e identificando tendências em tempo real. Editora Alta Books, 2017.

KAPLAN, R.; NORTON, D. **A execução premium**: a obtenção de vantagem competitiva através do vínculo da estratégia com as operações do negócio. Rio de Janeiro: Elsevier, 2008.

SHARDA, R; DELEN, D; TURBAN, E. **Business Intelligence e Análise de Dados para Gestão do Negócio**. 4ª ed . Bookman Editora, 2019.

Supplementary References

BAYER, H., AKSOGAN, M., CELIK, E. and KONDILOGLU, A. **Big data mining and business intelligence trends**. Journal of Asian Business Strategy, 7(1), p.23., 2017

DA SILVA, R.; SILVA, F.; Gomes, C. **O uso do Business Intelligence (BI) em sistema de apoio à tomada de decisão estratégica**. Revista GEINTEC-Gestão, Inovação e Tecnologias 6, no. 1 (2016): 2780-2798.

FAWCET, T.; PROVOST, F. **Data Science Para Negócios**: O que você precisa saber sobre mineração de dados e pensamento analítico de dados. Editora Alta Books, 2016.

KNAFLICK, C. **Storytelling com Dados**: um Guia Sobre Visualização de Dados Para Profissionais de Negócios. Editorial Alta Books, 2019.

SAURA, J. R.; BENNET, D. R. **A Three-Stage method for Data Text Mining**: Using UGC in Business Intelligence Analysis. Symmetry, 11(4), 519, 2019.

Institutional Communication

Period: 5th

Workload: 60 hours

Course Information

Communication in organizations: its functioning and its historical, ethical and technical aspects. Integrated communication policy. Internal and targeted communication techniques in printed and electronic media. Public relations instruments: concepts, implementation, control and results measurement. Strategic information management.

Objectives

To enable students to understand public relation offices as a field of activity for communication managers. To present the technical and theoretical areas of public relations. To debate the theories that guide the structuring of work in public relations offices. To train students on the management of processes inherent to the work in public relations offices.

Vision

Communication practices in public and private institutions are going through a period of profound changes caused by the advent of digital media. This course aims to provide an overview of the challenges and new skills required of communication professionals at the forefront of managing the image of public and business institutions.

Basic References

BARROS FILHO, C. **Ética e comunicação organizacional**. São Paulo: Paulus, 2007.

CAHEN, R. **Comunicação empresarial**. 13. ed. São Paulo: Best Seller, 2009.

KUNSCH, M. M. K. **Planejamento de relações públicas na comunicação integrada**. 4. ed. São Paulo: Summus, 2003.

Supplementary References

FERREIRA, P. I.; MALHEIROS, G. **Comunicação empresarial: planejamento, aplicação e resultado**. São Paulo: Atlas, 2016.

CHINEM, R. **Comunicação empresarial: teoria e o dia a dia das assessorias de comunicação**. São Paulo: Horizonte, 2006.

DUARTE, J. **Assessoria de imprensa e relacionamento com a mídia - Teoria e prática**. São Paulo: Atlas, 5a. Edição, 2018.

LARA, M. **As sete portas da comunicação pública: como enfrentar os desafios de uma assessoria**. Belo Horizonte: Gutenberg, 2003.

VIANA, F. **Comunicação empresarial de A a Z: guia prático para o cotidiano e o planejamento estratégico**. São Paulo: CLA, 2004.

Digital Journalism

Period: 5th

Workload: 60 hours

Course Information

Types of publication in social media and the journalistic use of metadata for the construction of a journalistic product. Platforms, functionalities, equivalences and differences between target audiences, social networks, publication formats and languages. Calls, announcements, headlines and clickbait for content publication on social networks and the repercussion of content originally made for websites, portals and blogs. The interaction and communicative action strategy of media vehicles for official pages and content adaptation for digital platforms. Algorithms, audience selection and SEO. Threads, editorials and personal and professional positioning in public profiles. Reporting with public and political actors on social media, official notes and personal opinions; interviews, reliability and objectivity when dealing with digital influencers; social media gatekeeping.

Objectives

This course aims to discuss professional journalistic practices for the digital environment and digital platforms, articulating the fundamentals, practices and norms of conventional reporting with the constraints, possibilities and changes in journalistic practice on the web, especially for the production of content for digital media.

Vision

This course highlights the importance of editorial practices and information consumption habits on the internet and of understanding the distribution of digital content to platforms in different formats based on the analysis of cyberculture: posts on Twitter, Instagram and Facebook, interactions with users/readers/customers on WhatsApp, and the impact of YouTube on journalistic narrative. At the same time, it invites an understanding of the new role of gatekeepers and authorities in the multilateral panorama of information circulation on the internet for the production of text, editing and composition of news in digital media — and the consequences of the dissemination and viralization of the piece. Lastly, the course

emphasizes multimedia reporting and the verification of information on networks, as well as the journalist's dialogue with actors and digital influencers.

Basic References

PALACIOS, M. A memória como critério de aferição de qualidade no ciberjornalismo: alguns apontamentos. Revista FAMECOS, v. 15, n. 37, p. 91-100, 27 jan. 2009.

CANAVILHAS, J. **Webjornalismo**: 7 características que marcam a diferença. Covilhã, Portugal: Livros Labcom. 2014. Available at: http://ubibliorum.ubi.pt/bitstream/10400.6/4336/1/LIVRO_Webjornalismo_7.pdf.

CARDOSO, G. **A mídia na sociedade em rede**: filtros, vitrines, notícias. Rio de Janeiro: FGV Ed., 2007.

RODRIGUES, C. **Jornalismo online**: modos de fazer. Porto Alegre: Sulina, 2009.

Supplementary References

BERTOCCHI, D. **Dos dados aos formatos**: a construção de narrativas no jornalismo digital. Curitiba: Appris, 2016.

LONGHI, R. R., WINQUES, K. O lugar do longform no jornalismo online. Qualidade versus quantidade e algumas considerações sobre o consumo. *Brazilian Journalism Research*, 11(1), 110-127, 2015.

D'ANDRÉA, C.; DALBEN, S. Redes sociotécnicas e controvérsias na redação de notícias por robôs. **Contemporânea**, v.15 n.01, 2017. Available at: <https://portalseer.ufba.br/index.php/contemporaneaposcom/article/view/21412/14437>.

CANAVILHAS, João (Org.). Notícias e mobilidade: o jornalismo na era dos dispositivos móveis. Covilhã: Livros LabCom, 2013. p. 33-54.

ZAGO, G. A participação do público na recirculação jornalística em sites de rede social: implicações para o jornalismo. Rizoma, Santa Cruz do Sul, v. 5, n. 2, p. 88, dezembro, 2017. Available at: <https://online.unisc.br/seer/index.php/rizoma/article/view/10928>.

Digital Campaigning and Marketing

Period: 5th

Workload: 60 hours

Course Information

Campaigns: concepts, types and techniques; fundamentals of digital marketing; contemporary marketing strategies. Strategy and planning: Digital marketing plan; scenario and competition analysis, benchmarking. Digital marketing practices: Content production; customer relationship and service; notions in microtargeting and big data; e-commerce; filters and the issue of bubbles in digital media.

Objectives

The goal of this course is to revisit the fundamental concepts in digital marketing and to present the basic skills related to social media planning and management, scenario and competition analysis, benchmarking, content production, relationship in digital channels, microtargeting and big data applied to contemporary marketing strategies.

Vision

Marketing holds a prominent place in virtually all businesses developed in the digital environment. The adoption of effective marketing strategies is a condition for the success of most new businesses emerging in this context. In this course, students will be in contact with the fundamentals of digital marketing and with the main trends and risks faced by communication professionals in the 21st century.

Basic References

GOMES, W; FERNANDES, B; REIS, L; SILVA, T. " Politics 2.0": a campanha online de Barack Obama em 2008. **Revista de Sociologia e Política**, v. 17, n. 34, p. 29-43, 2009.

KOTLER, P.; KARTAJAYA, H.; SETIAWAN, I. **Marketing 4.0**. Rio de Janeiro: Sextante, 2017.

MICELI, A.; SALVADOR, D. **Planejamento de marketing digital**. Rio de Janeiro: Brasport, 2017.

Supplementary References

REZ, R. **Marketing de Conteúdo: A Moeda do Século XXI**. São Paulo: DVS Editora, 2016.

LIMEIRA, T. M. V. **E- marketing**. 2. ed. São Paulo: Saraiva, 2007.

WEDEL, M.; KANNAN, P. K. Marketing Analytics for Data-Rich Environments. **Journal of Marketing**, v. 80, p. 97-121, nov. 2016. Available at: <https://eds-b-ebSCOhost-com.sbproxy.fgv.br/eds/detail/detail?vid=4&sid=1034b622-17ca-4f4d-a1a3-ac6c923a4e-7b%40sessionmgr101&bdata=JmXhbmc9cHQYnlmc2l0ZT1lZHMtbGl2ZQ%3d%-3d#AN=edsjsr.44134975&db=edsjsr>.

POLO, F.; POLO, J. L. **Socialholic: tudo o que você precisa saber sobre marketing nas mídias sociais**. São Paulo: Senac, 2018.

ZIMERMAN, J. **Marketing digital para leigos**. 3 ed. Rio de Janeiro: Alta Books, 2014.

Economics and the Creative Industry

Period: 5th

Workload: 60 hours

Course Information

The creative industry: definition and concepts. Business models in the creative industry. Collaborative and circular economies. Public policy and the cultural industry. Creative economy, development and sustainability.

Objectives

To introduce students to the concept of economics and the creative industry. To understand how technology, the new media, and social media and the internet are creating new opportunities in several markets, such as cinema, theater and literature. To analyze the interactions between the cultural industry and the new technologies in communication and information.

Vision

The creative industry is one of the sectors with the most potential in the Brazilian economy. Oscillating historically between periods of higher and lower investment, it stands out today as a strategic sector due to its flexibility and adaptability in relation to new technologies. In this course, students will learn about the main business models of the creative industry, as well as the changes and opportunities that new communication technologies have brought to the sector.

Basic References

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REIS, A. C. F. **Economia da cultura e desenvolvimento sustentável: o caleidoscópio da cultura**. São Paulo: Manole, 2006. Available at: <http://www.ufrgs.br/obec/neccult/noticia.php?id=134&titulo=Livro%20sobre%20Economia%20da%20Cultura%20liberado%20para%20download%20gratuito>.

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Supplementary References

BANDEIRA, M. G.; COSTA, L. F. (Org.). **Dimensões criativas da economia da cultura: primeiras observações**. Salvador: EDUFBA, 2015. Available at: <https://repositorio.ufba.br/ri/handle/ri/23611>.

FIRJAN. Mapeamento das Indústrias Criativas. Rio de Janeiro: **Firjan**, 2016. Available at: <https://www.firjan.com.br/EconomiaCriativa/downloads/MapeamentoIndustriaCriativa-Firjan2016.pdf>.

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MIGUEZ, P. Economia criativa: uma discussão preliminar. In: NUSSBAUMER, G. M. (Org.). **Teorias e políticas da cultura: visões multidisciplinares**. Salvador: Edufba, 2007. Available at: <https://repositorio.ufba.br/ri/handle/ufba/139>.

PORTELLA, F. **Engenharia cultural: como transformar ideias em projetos e projetos em realidade**. Rio de Janeiro: Cidade Viva - Instituto Cultural Cidade Viva, 2012.

VELLOSO, João P. dos R. (Coord.). **O Brasil e a economia criativa: um novo mundo nos trópicos**. Rio de Janeiro: José Olympio, 2008.

Workshop V: Multimedia Content Development

Period: 5th

Workload: 60 hours

Course Information

Multimedia, transmedia and media convergence and their applications; New practices and markets for digital content production; Podcasts, YouTube and “stories”: the characteristics of each type of platform and how they influence digital content production; Creation for Mobile; Content gamification.

Objectives

Based on the Case Method, this course aims to introduce students to new content production practices focused on digital environments. The course will take the form of open seminars with professionals in the digital content production market. They will be podcasters, YouTubers, data journalists and digital entrepreneurs involved in the development of applications to provide services and other activities.

Vision

This is a course in workshop format guided by teaching cases where students will have direct contact with recognized professionals in the field of digital content production. Students are expected to understand the potential but also the limitations of each format, genre and type of content that is produced for digital platforms.

Basic References

FRANCISCO, K. O jornalismo e as redes sociais: participação, inovação ou repetição de modelos tradicionais?. **Prisma**. com, n. 12, p. 193-218, 2010.

GOSCIOLA, V. Narrativa transmídia: conceituação e origens. *In*: CAMPALANS, C.; D. RENO, D.; GOSCIOLA, V., **Narrativas Transmedia: Entre teorías y prácticas**. Bogotá: Editorial Universidad del Rosario, 2012. 252 p.

FRAGOSO, Suely Dadalti; AMARO, Mariana. **Introdução aos estudos dos jogos**. Salvador: EDUFBA, 2018. Available at: <https://repositorio.ufba.br/ri/handle/ri/27659>.

Supplementary References

ANDERSON, C. **A cauda longa: do mercado de massa para o mercado de nicho**. Rio de Janeiro: Campus. 2006.

BRUNS, A. From Prosumer to Producer: Understanding User-Led Content Creation. *In*: TRANSFORMING AUDIENCES CONFERENCE, 3-4., 2009, London.

JENKINS, Henry. **Cultura da convergência**. Aleph, 2015.

LADEIRA, J. Negócios de audiovisual na internet: uma comparação entre Netflix, Hulu e iTunes-AppleTV, 2005-2010. **Revista Contracampo**, n. 26, p. 146-162, 2013.

MARTINS, E. Convergência e Narrativa Transmídia no Jornalismo: transformações nas práticas e no perfil dos profissionais. **Brazilian Journalism Research**, v. 11, n. 2, p. 184-203, 2015.

MILLER, C. **Digital Storytelling 4e: A creator’s guide to interactive entertainment**. CRC Press, 2019.

Special Topics

Period: 6th

Workload: 60 hours

Course Information

The content for this course will be defined in the semester prior to the course being offered by a professional with recognized experience in the area and/or by a visiting senior professor or permanent staff, with the goal of debating theoretical and practical developments of the most relevant topics in the area of Communication.

Workshop Vi: Digital Transformation and Innovation in Communication

Period: 6th

Workload: 60 hours

Course Information

Digital Transformation; New organizational structures based on digital processes, resources and technologies; Digital Entrepreneurship; FinTech, CivicTech, GovTech; Digital Journalism; Campaigns in digital environments.

Objectives

This is an extension course which will offer students direct contact with the implications of digital technologies in the structure and format of different organizations. The goal is to discuss how institutions in different sectors have sought solutions to the challenges of digital transformation. To that end, the course will use the Case Method with teaching cases including startup business models, the adaptation of journalistic activities to the digital world, the restructuring of complex organizations supported by digital technologies, and the growth of public investment in the consolidation of government laboratories for innovation in the public sector, the GovLabs or GovTech.

Vision

The format of this course will offer students an active learning experience in which they will be guided to make decisions based on the study and analysis of real or credible problems faced by organizations in the field of digital communication. In addition, seminars are planned with professionals from different sectors involved in cases of organizational redesign based on the incorporation of digital technologies in different institutions.

Basic References

FRANCISCATO, Carlos Eduardo. Uma proposta de incorporação dos estudos sobre inovação nas pesquisas em jornalismo. In: **Estudos em Jornalismo e Mídia**, v.7, n.1, p. 8-18, 2010.

HININGS, B; GEGENHUBER, T; GREENWOOD, R. Digital innovation and transformation: An institutional perspective. **Information and Organization**, v. 28, n. 1, p. 52-61, 2018.

ROGERS, D. L. **Transformação digital: repensando o seu negócio para a era digital**. São Paulo: Autêntica Business, 2017.

Supplementary References

DUTIL, P. Rethinking government-public relationships in a digital world: Customers, clients, or citizens?. **Journal of Information Technology & Politics**, v. 4, n. 1, p. 77-90, 2008.

MACHADO, L; ALMEIDA, A. Inovação e novas tecnologias. **Review of African Political Economy**, n. 98, p. 627-642, 2003.

TOMAÉL, M; ALCARÁ, A; DI CHIARA, I. Das redes sociais à inovação. **Ciência da informação**, v. 34, n. 2, p. 93-104, 2005.

BERMAN, S. J. Digital transformation: opportunities to create new business models. **Strategy & Leadership**, vol. 40, n. 2, p. 16-24, 2012.

MERGEL, I; EDELMANN, N; HAUG, Nathalie. Defining digital transformation: Results from expert interviews. **Government Information Quarterly**, v. 36, n. 4, p. 101385, 2019.

Project Preparation Seminar

Period: 7th

Workload: 60 hours

Course Information

This course is divided into two stages. The first stage will be a brief review of the key methods adopted in communication studies, such as ethnography, content analysis, interviews, focus groups, bibliographic research, participant observation, and more. The second stage will be the organization of seminars for collective discussion of each student's projects. In addition to the teacher's considerations, each student will be encouraged to contribute to their colleagues' projects. At the end of the course, students must deliver a final version of his/her Final Paper with an indication of a potential supervising professor among the faculty members.

Basic References

BECKER, H. Truques da escrita: para começar e terminar teses, livros e artigos. Rio de Janeiro: Zahar, 2015. 256 p.

GIL, A. Como elaborar projetos de pesquisa. 6ª ed. São Paulo: Editora Atlas, 2017

LAKATOS, E. M.; MARCONI, M. A. **Técnicas de pesquisa**. São Paulo: Atlas, 1996.

Supplementary References

BASTOS, T; MAIA, P. Inovação em serviços e a economia do compartilhamento. 1ª ed. Saraiva Educação SA, 2019.

BERNARDI, L. Manual de Plano de Negócios: fundamentos, processos e estruturação. 2ª edição. São Paulo–SP, Editora Atlas, 213p, 2014.

ECO, U. Como se faz uma tese. Tradução de Gilson Cesar Cardoso de Souza. 1ª ed. Editora Perspectiva, 2020. 224p.

SALIM, C. S. **Construindo plano de negócios**: todos os passos necessários para planejar e desenvolver negócios de sucesso. Rio de Janeiro: Campus, 2001. .

IES, D. Gestão Moderna de Produtos Digitais: O Produto Digital como um meio de entregar valor para o usuário e para o negócio. 1ª ed. 2020. Available at: https://www.amazon.com.br/gp/product/B087F4FJSY?pf_rd_r=F1TZ5AYEB9WNAKMJGKFC&pf_rd_p=96b1767d-f792-4902-8834-039a970f4513.

Supervised Internship I

Period: 5th

Workload: 150 hours

Course Information

The supervised internship consists of professional practice activities carried out in real work situations in the specific area of the course, with no employment relationship and under the guidance of a professional in the area or supervising professor.

Final Paper

Period: 8th

Workload: 60 hours

Course Information

Workload dedicated to the development of the Final Paper under the guidance of a professor associated with the School.

Supervised Internship II

Period: 6th

Workload: 150 hours

Course Information

The supervised internship consists of professional practice activities carried out in real work situations in the specific area of the course, with no employment relationship and under the guidance of a professional in the area or supervising professor.

Integrated Extension Project

Period: Starting in the 5th period

Workload: 60 hours

Course Information

Annual proposal submissions by the professors at the School of Communication, Media and Information at Fundação Getulio Vargas (FGV ECMI). Proposals must follow the guidelines defined in the School Extension Project and will be evaluated by the Direction, Coordination and Extension Committee.

Extension Project: Digital Media and Technology

Period: Starting in the 5th period

Workload: 60 hours

Course Information

This is an extension-oriented course intending to develop concepts and activities in the following topics: Digital Literacy. Fundamentals of Digital Methods. Basic Programming.

Objectives

To present the fundamentals of digital literacy based on the dissemination of programming knowledge, information about the different types of data, data structures, construction and cleaning of a database. To offer workshops on Introduction to programming, Digital Methods and Data Extraction and Analysis.

Vision

The main premise of Digital Literacy is the democratization of access to digital technologies. This extension course intends to help transfer the knowledge acquired by FGV ECMI students in the various workshops and courses on programming, data extraction, visualization and digital methods to civil society.

Extension Project: Innovation and Entrepreneurship

Period: Starting in the 5th period

Workload: 60 hours

Course Information

This is an extension-oriented course intending to develop concepts and activities in the following topics: Innovation and Entrepreneurship. Technology and Society. Online Content Production.

Objectives

To present the concepts of innovation and entrepreneurship with a focus on communication and digital technologies. To discuss social innovation based on problem solving with a practical and applied approach. To offer workshops on Online Content Production and Management as well as Video Production and Editing. To produce and publish a podcast about Technology and Society with a defined number of seasons. To curate and produce content through the Artificial Intelligence Observatory.

Vision

Innovation and entrepreneurship depend on the creation of contexts that are conducive to the creation of solutions and on the development of practical skills to handle the daily life of a business. This extension course intends to help transfer the knowledge acquired by FGV ECMI students about innovation and entrepreneurship throughout the undergraduate course to civil society.

Extension Project: Public Debate and Digital Democracy

Period: Starting in the 5th period

Workload: 60 hours

Course Information

This is an extension-oriented course focused on discussing the following topics: Digital Democracy. Public Opinion. Fact-checking. Digital public goods.

Objectives

This course seeks to introduce students to applications, strategies and intervention models in the digital public debate aimed at promoting democracy. Partnerships with civil society organizations, the third sector, journalistic companies and government agencies will be encouraged aiming to i) understand the dynamics and challenges of the participation of these organizations and sectors in terms of digital communication, and to ii) seek innovations and methodologies that can explore new possibilities or increase the efficiency of these organizations' digital performance.

Vision

The insertion of companies, civil society organizations and state agencies in digital environments has become an inescapable challenge for managers and strategists. The changes in the dynamics of public opinion with the growing influence of mediated communication open up possibilities and risks for the production of public goods to promote democracy and also for the digital performance of these sectors in a broad sense. This course seeks to bring students closer to these challenges and opportunities, dialoguing and contributing to the creation of innovative and effective digital communication solutions.

