Master Advanced Studies in Social Communication

**Academic structure**

The Master in Advanced Studies in Social Communication consists of 60 Ects credits that can be realized full-time (in one year) or part-time (in two years). 30 Ects credits of obligatory subjects and 30 Ects credits of optional subjects have to be realized.

- The students who want to deal the master in one year have to realize 60 Ects credits.
- The students who want to deal the master in two years have to realize as minimum 30 Ects credits the first year.

**Obligatory subjects:**

The student has to deal 30 Ects credits of obligatory subjects.

*Module Research Methodology I:* The student has to choose 10 credits (two subjects) between 15 credits offered to the module:
- Specialized contents analysis (5 Ects credits)
- Online researching: the web for academic and research purposes (5 Ects credits)
- Foundations of historical analysis and research in journalism and communication (5 Ects credits)

*Module research project:*
- Research project (20 Ects credits)

**Optional subjects:**

The student has to deal 30 Ects credits of optional subjects. All the subjects of the modules are 5 Ects credits. Therefore, the student has to choose 6 subjects.

There is recommended to the students to choose at least 10 Ects credits of every select module, it guarantees the coherence in the curriculum.

Modules optional subjects:

*Module Research Methodology II:*
- Techniques of statistical analysis I (*)
- Qualitative research methods (*)
- Discourse analysis: socio-cognitive aspects (**)

*Module Communication and Cyberculture:*
- Historical, social and cultural context of interactive media (***)
- Research methods in digital media
• Contemporary crossovers between cinema, television, comics and video games (****)

Module Communication and Science:
• International diffusion technologies of the research
• Methods of scientific research in communication

Module Communication and Quality Contents:
• Ethics of communication
• Research methodology on Media Quality

Module Communication and Consumer Culture:
• Creativity in advertising and public relations
• Analysis of the persuasive discourses in the advertising and in the political propaganda
• Psico-social effects of the advertising communication

Module Communication and Education:
• Audiovisual and education. A new communication style
• Youth and communication (*****)

Module Communication and Interculturality:
• Language, interculturality and mass media
• Identity dynamics: gender constructions

Module Communication and Politics:
• Political discourses and public opinion
• Media and image politics
• Media policies in the information society

(* ) Subject of the Master in Political and Social Science
(**) Subject of the Master in Translation Studies: Strategies and Techniques
(***) Subject of Interdisciplinary Master in Media and Interactive Cognitive Systems
(****) Subject of Master in Cinema and Contemporary Audiovisual
(***** ) Subject of the Master in Youth and Society