SCIENTIFIC GROUPS

- CAS: Communication, advertising and society
- CINEMA: Cinema aesthetics, philosophy and audiovisual quality
- CRITICC: Critical Communication
- GRECC: Scientific communication
- DIGIDOC: Digital documentation and interactive communication
- GRP: Ethics, history, journalism culture and cyberjournalism
- MEDIUM: Communication theories
- POLCOM: Political communication, media and democracy

Research at the Department of Communication at Universitat Pompeu Fabra 2017
CINEMA CENTER FOR AESTHETIC RESEARCH ON AUDIOVISUAL MEDIA

Consolidated Research Group by the Catalan Government 2014 SGR 778

main research lines

• Comparative cinema
• Cinema visual motifs. Iconology, Gestuality and Figuration in audiovisual and comic
• Mythocritique and narratology
• Star Studies
• Television quality and innovation. The INPUT archive
• Cinemas of the real
The actress erotic body under fascism: Spain, Italy and Germany (1939-1945) (MINECO 2015-2018)

Study of interpreters’ active role in the mise-en-scène and filmic stories’ significance during history of cinema. Hermeneutic of actor’s gesture.

Iconographic studies of filmic images’ production related, in some cases, to pictorial tradition and, in other cases, to cinema’s own foundational capacity. Comparative work upon motives’ evolution through history.
Digitalizing INPUT Archive for Cultural Heritage and Educational Purposes

To learn to analyse, decode and interpret television (non professionals)

To promote the role of public television as a tool to foster society cohesion

To link public television with standards of quality and innovation

To learn how to make television (professionals)

To create a debate forum to foster television social, cultural and innovative role

To encourage professionals to develop their creativity through shared experiences and information

STUDIES ABOUT QUALITY AND INNOVATION IN TELEVISION

CINEMA
Dr. Manel Jiménez
manel.jimenez@upf.edu

CINEMA
Dr. Manuel Garin
manuel.garin@upf.edu
CINEMA COMPARATIVE/IVE

Editors: Gonzalo de Lucas (Universitat Pompeu Fabra) and Albert Elduque (University of Reading).

Cinema Comparative Cinema is a biannual publication founded in 2012. It is focused on comparative cinema and reception and interpretation of film in different social and political contexts.

www.ocene.eu/cinemacomparativecinema
• Eros and feminine desire: from Francoism to transition.
• Cinema’s visual motives on the construction of contemporary political imaginary.
Main Research Lines

- Psychosocial effects of media and advertising on body image
- Place branding
- Psychosocial responses to auditory elements of media discourse

www.cas.upf.edu
DESTINATION & PLACE BRANDING
This project is conducted by a multidisciplinary team with great expertise in the touristic communication. From a methodological point of view, this research project is focused on the study of potential tourists using interviews, questionnaires and user testing. Regarding the results, they will contribute to the improvement of the communication strategies of Spanish tourist destinations.

PSYCHOSOCIAL RESPONSES TO AUDITORY ELEMENTS OF MEDIA DISCOURSE
“Prosodic strategies to improve the attention and recall of a listener exposed to an auditory stimulus “ Marie Curie International Fellowship, European Union

ITOURIST. The tourist on the Web: informational habits and destination choice (MINECO 2015-2017)

CAS
Dr. Josep Fernández-Cavia
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DIGIDOC
Dr. Rafael Pedraza
rafael.pedraza@upf.edu

CAS
Dra. Emma Rodero
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The current project aims to design and implement media education tools (through the platform "¡Mi cuerpo me gusta!") targeted at centers for body image diseases prevention, elementary school teachers and students, in order to influence positively children’s critical interpretation of the body image patterns portrayed by audiovisual advertising.
• Active aging and communication.
• Strategic communication in the Public Relations field.
• Communication strategies related with assisted reproduction, pregnancy and parenthood.
SCIENTIFIC GROUPS

- GRP: Journalism Research Unit
  - Ethics, history, journalism culture and cyberjournalism
- GRECC: Scientific communication
- DIGIDOC: Digital documentation and interactive communication
- POLCOM: Political Communication, media and democracy

Research at the Department of Communication at Universitat Pompeu Fabra 2017
GRP JOURNALISM RESEARCH GROUP
Consolidated Research Group by the Catalan Government 2014 SGR 872

MAIN RESEARCH LINES
- Journalism ethics and excellence
- Journalism history
- Newsroom integration
- Cyberjournalism

COORDINATOR
GRP
Dr. Jaume Guillamet
jaume.guillamet@upf.edu
CURRENT RESEARCH PROJECTS

JOURNALISM HISTORY

(a) R+D+I about the press role in the Spanish Transition
(b) Research projects about the Catalan press history

GRP Coordinator
Dr. Jaume Guillamet
jaume.guillamet@upf.edu


JOURNALISM ETHICS AND EXCELLENCE

Identify the journalistic cultures existing in different Spanish territories and examine the impact of media accountability instruments in each one of these cultures.

GRP
Dra. Ruth Rodríguez
ruth.rodriguez@upf.edu


GRP
Dr. Marcel Mauri
marcel.mauri@upf.edu
CYBERJOURNALISM
To what extent does the informational message change as a result of the convergence process? How is the journalistic discourse built within the media convergence landscape?

NEWSROOM INTEGRATION AND JOURNALISM EDUCATION
Finding new methodologies to train future journalists with the appropriate skills to develop a professional career in today’s media.

GRP
Dr. Javier Díaz-Noci
javier.diaz@upf.edu

GRP
Dr. Carles Singla
carles.singla@upf.edu
The role of journalism during the Spanish transition.
Journalism as a digital cultural heritage.
Innovative media accountability instruments in Spain, Europe and beyond.
Research projects about the Catalan press history.
GRECC SCIENTIFIC COMMUNICATION RESEARCH GROUP

Consolidated Research Group by the Catalan Government 2014 SGR 872

MAIN RESEARCH LINES

• Pseudoscience & Science Epistemology
• Risk Communication
• Public Understanding of Science
• Scientific Journalism

COORDINATOR

GRECC

Dr. Sergi Cortiñas
sergi.cortinas@upf.edu
PSEUDOSCIENCE & SCIENCE
EPISTEMOLOGY

Pseudoscience can be understood as ‘false sciences’. It has several important risks to our societies. Its media coverage is a threat to the popularization of science and can be studied from a double epistemological and communicative perspective.

GRECC Coordinator
Dr. Sergi Cortiñas
sergi.cortinas@upf.edu

Pseudoscience and Society in Spain. Analysis of the communication strategies used by pseudoscience for their social integration: methods, speeches and users (MINECO 2015-2017)
The Observatory of Scientific Communication is a special research center studying the various stages of the process of conveying scientific and technological knowledge to society and analyzing the relationship between science, the media and society. The OCC was created at Pompeu Fabra University in 1994 with the commitment to be at the forefront of research, teaching and knowledge transfer in the study and analysis of the processes involved in the transmission of scientific, medical and technical knowledge to the society.

REFERENCE PUBLICATIONS (up to 2014)

SAM REPORT Annual analysis of the coverage of the Food Safety Media in Catalonia.

QUIRAL REPORT Annual reference about the concerns in health and its impact on the media.

QUARK The quarterly Quark aims to promote and disseminate a cultural debate about the relationship between science and society.

EU REPORT ABOUT SCIENCE AND SOCIETY Challenging the Future of Science in Society within the European Project Monitoring Activities of Science in Society.
• Analysis of the media coverage of Zika’s health crisis.
• Risk prevention on Catalonia – cooperative project with Serveis de Protecció Civil (Generalitat).
DIGIDOC DIGITAL DOCUMENTATION AND INTERACTIVE DOCUMENTATION
Consolidated Research Group by the Catalan Government 2014 SGR 872

MAIN RESEARCH LINES

- Digital Documentation
  http://www.upf.edu/digidoc/
- Interactive Documentation
  http://gci.upf.edu

COORDINATOR
DIGIDOC
Dr. Rafael Pedraza
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RECENT RESEARCH CONTRACTS AND CONSULTING
DIGITAL DOCUMENTATION RESEARCH INTERESTS

DIGIDOC
Dr. Lluís Codina
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- Digital journalism
- Analysis and evaluation methods for digital publishing
- Online information systems for research and science 2.0

DIGIDOC
Dr. Cristòfol Rovira
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- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Mind maps

DIGIDOC
Dra. Mari-Carmen Maros
mcarmen.marcos@upf.edu
- Usability
- Human-Computer interaction
- Eye tracking

DIGIDOC
Dr. Rafael Pedraza
rafael.pedraza@upf.edu
- Information retrieval
- Metadata and Semantic web technologies
- Information science applied to news media and e-tourism

DIGIDOC

E-JOURNAL

Academic Yearbook about digital documentation and interactive communication

http://www.upf.edu/hipertextnet

Databases and Indexes:
DICE, CARHUS Plus+, DB ISOC, DOAJ, RACO, ULRICH's, etc.
INTERACTIVE COMMUNICATION RESEARCH INTERESTS

- Design and analysis of author interactive projects
- Models to access and represent Knowledge
- Modular interaction
- Interface, photography and interactive communication
- Interactive communication for people with special needs
- Artistic production and virtual reality
- Art and social communication with smart mobile devices
- On-line participatory and evolutionary environments
DESTINATION & PLACE BRANDING This project is conducted by a multidisciplinary team with great expertise in the touristic communication. From a methodological point of view, this research project is focused on the study of potential tourists using interviews, questionnaires and user testing. Regarding the results, they will contribute to the improvement of the communication strategies of Spanish tourist destinations.

INTERACTIVE CONTENT AND CREATION IN MULTIMEDIA INFORMATION COMMUNICATION: AUDIENCES, DESIGN, SYSTEMS AND STYLES
The web 2.0 and mobile technology have brought a highly dynamic scenario that asks for the redefinition and new creation of forms of communication in which audiences acquire central roles. Interactivity becomes one of the most important outcomes of the digital revolution. We have identified emerging topics a) The centrality of audiences; b) The information as a system; c) The appearance of new actors and practices.
• Consolidation of our research lines by setting up two laboratories:
  • The SEO/SEM Laboratory
  • The Web Quality Laboratory

• Collaboration on the proposal of an European Project Horizon 2020 about: "Journalism as a Digital Cultural Heritage"
POLCOM Political Communication, Media and Democracy

- Political Communication
- Institutional Communication
- Social Responsibility in the Media
- Public Opinion
- International Journalism
- Political Journalism and Media Innovation
- New Media Studies

COORDINATOR

POLCOM

Dr. Carles Pont Sorribes
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RISK COMMUNICATION
The project proposes a complete analysis of the use of 2.0 tools in emergency situations as well as the changes that these new uses generate in the communicative management and its impact on the population. [www.upf.edu/web/emergencias](http://www.upf.edu/web/emergencias)

POLCOM
Dr. Carles Pont
carles.pont@upf.edu

Communicating in emergency situations. Tools 2.0 and new protocols in the efficient management of emergencies communication

FBBVA PR10215
Fundación Banco Bilbao Vizcaya Argentaria 2015-2017

SOCIAL AND POLITICAL CONFLICTS IN THE MEDIA
The project analyzes the coverage of Catalan independence movement in the international press. It takes as its starting point the Constitutional Court ruling on the statute of Catalonia (2010) and the following five years to the Catalan parliamentary elections (2015).

POLCOM
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cristina.perales@upf.edu

POLCOM
Dr. Marcel Mauri
Marcel.mauri@upf.edu

This project analyzes the points of view or expressed opinions by the journalists in the social gathering of TV3 and Catalunya Radio (Catalan Broadcasting Corporation). It focuses on the Catalan independence movement taking into account the theory of the spiral of silence.

POLCOM
Dr. Carles Pont
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L’articulació del discurs i el clima d’opinió de la Tardor Catalana a les tertúlies de TV i Catalunya Ràdio Consell de l’Audiovisual de Catalunya 2016-2016 DOGC núm. CAC110/2015
Institutional communication in the health prevention
Terrorism, propaganda speeches and communication strategies
UNICA AUDIOVISUAL COMMUNICATION RESEARCH UNIT
Consolidated Research Group by the Catalan Government 2014 SGR 366

MAIN RESEARCH LINES

• Audiovisual production
• Political Communication and Audiovisual
• Interest Groups and Communication
• Communication and Interculturality
• Communication and Education
• Communication in the Digital Era
**AUDIOVISUAL PRODUCTION**
This working area carries out applied research about the dynamics of the audiovisual sector, with a especial focus on the creation, production and distribution of contents.

**POLITICAL COMMUNICATION AND AUDIOVISUAL**
This research area has been carrying out multidisciplinary projects that have analysed the political communication during electoral periods in Spain and specially in Catalonia.

**UNICA**
Dr. Josep Gifreu
josep.gifreu@upf.edu
Audiovisual Production Observatory

The Audiovisual Production Observatory (OPA) is a web portal designed to provide studies, documentation and discussion of the dynamics of audiovisual production and, in general, all the audiovisual sector. It makes available to the audiovisual sector central actors and the society a documentation platform, information, analysis and research on the evolution and dynamics of the sector, especially in production.

The OPA is an initiative of UNICA (Audiovisual Communication Research Unit) and has the support of the three main Associations of Catalan Producers (APIC, BA and PAC).

REPORTS

#13 The cinema industry in Catalonia 2012-2013
#12 TV Catalan production 2011 - 2013
#11 The effects of the Televisi—n Valenciana (RTVV) closure.
• Pop culture: entertainment, celebrities and videogames
• Social discourses: Communication Strategies / Hegemony, power and gender
• Transmedia storytelling / Transmedia literacy / Participatory cultures
• Media ecology / Media evolution / Mediatization
CURRENT RESEARCH PROJECTS

COMMUNICATION IN THE DIGITAL ERA

Attention to the transformations resulting from the deployment of digital networks and their impact on the communication market players, journalism data, big data or transmediality.

MEDIUM Coordinator
Dr. Carlos Alberto Scolari
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MEDIA ENTERTAINMENT AND VIDEOGAMES

This area is interested in the qualitative analysis of text and reception of different genres and formats of popular contemporary media culture: videogames, realities, TV programs or media celebrities.

MEDIUM
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MEDIUM
Dr. Òliver Pérez
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CURRENT RESEARCH PROJECTS

COMMUNICATION AND EDUCATION
Education about media – Education with media. What role emotions have when receiving audiovisual messages. A new communication style for cultural and educational audiovisual products taking advertisement as a model.

MEDIUM
Dr. Joan Ferrés
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MEDIA LITERACY OF CITIZENS IN EMERGING DIGITAL MEDIA (SMARTPHONES AND TABLETS): INNOVATIVE PRACTICES AND STRATEGIES IN MULTIPLE EDUCATIONAL CONTEXTS

CAS
Dr. Mònica Figueras
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Competencias mediáticas de la ciudadanía en medios digitales emergentes en entornos universitarios (2016-18) MINECO - EDU2015-64015-C3-2-R
• Transmedia memories: post-conflict and transmedia narratives in Europe.
• Cultural Literacy and videogames in Europe.
• YouTubers: emerging actors in the new media ecology
CRITICC Critical Communication

- Communication and influence groups (think tanks, lobbies and other groups)
- Communication, gender, and sexualities
- Intercultural communication
- Critical history of strategic communication
- Critical animal studies and environmental ethics
- Interpersonal communication, ethnomethodology and discourse analysis
CLIMATE CHANGE, DENIALISM AND ADVOCACY COMMUNICATION. DISCOURSE AND STRATEGIES OF THINK TANKS IN EUROPE (THINKCLIMA)

This project aims to study the communication of influence on climate change through groups that have, over recent decades, been increasingly popular: think tanks.

SEXISM IN SPORTS JOURNALISM: FROM UNIVERSITIES TO NEWSROOMS

It aims to analyze how sexism is interiorized by Sports Journalism students at Catalan universities. The project is intended to weave bridges between sports journalism in college and professional practice in order to understand what happens in step stage university to the working world. Sports journalism is a masculinized field, both as regards the environment and labor which develops as by content generated there, which ignore women's sports.
INTEREST GROUPS AND COMMUNICATION

The main working lines of this area are focused on identifying the organizational structures as well as the communication and influence models of interest groups in Spain.

COMMUNICATION AND INTERCULTURALITY

This research line is focused on the analysis of how mass media contribute to the identity creation processes by means of discourse, images and narration.

CRITICC
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UNICA Coordinator
Dr. Miquel Rodrigo
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• Gender and sexualities
• Mediated intimacy by new communication technologies: uses and effects of online dating on intimate relationships,
• Intellectual history and public relations
• Effective advocacy for animal rights
• Ideology, Speciesism and Media
DEPARTMENT OF COMMUNICATION

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