University master’s degrees and Doctorate in the field of communication

Master’s Degree in Social Communication

MA in International Studies on Media, Power and Difference

MSC in Strategic Communication and Public Relations
Joint Degree with the University of Stirling and UPF

Master’s Degree in Contemporary Film and Audiovisual Studies

International Master in Audiovisual and Cinema Studies
UPF-endorsed master’s degree

Research university master’s degree programme in History of Communication (MUIHC)
Online

PhD in Communication
Located in the heart of Barcelona, in the city’s innovative 22@ district, the UPF Communication Campus - Poblenou opened its doors in early 2009. Spanning an area of 35,000 m2, the campus is home to all UPF training programmes, research, and scientific output in the field of communication and information technologies. Boasting a harmonious blend of restored and newly constructed areas, the campus is comprised of five buildings, each equipped with the latest technology: the refurbished La Fàbrica and La Nau buildings, which embody Catalonia’s rich industrial heritage, and the brand-new Roc Boronat, Tallers and Tànger buildings. At the centre lies Gutenberg Square, a vast and luminous outdoor space.

The Communication Campus – Poblenou offers bachelor’s degree programmes in Audiovisual Communication, Journalism, Advertising and Public Relations, Translation and Interpreting, Applied Languages, Telematics Engineering, Computer Science, Biomedical Engineering, and Audiovisual Systems Engineering, as well as a wide range of doctoral, master’s degree and other postgraduate programmes.

Research on the campus is conducted by researchers affiliated with UPF’s departments of Communication, Translation and Language Sciences, and Information and Communications Technologies, as well as researchers from the University Institute for Applied Linguistics. Moreover, as a tenant of the Barcelona Media business park, the campus coexists with the city’s leading audiovisual and media companies. All this at your fingertips!
Applications: From November to June

Duration of the research period: A maximum of three years full-time, from admission to the doctoral programme to submission of the thesis

Places: 20

Overview

The objective of the doctorate in Communication is to train high level researchers in the main fields of communication - journalism, audiovisual communication, advertising and public relations - and other closely related subjects such as the social and human sciences. This doctoral programme leads to the production and defence of a doctoral thesis and to the doctorate. The programme is part of the Pompeu Fabra University Doctoral School.

Over the three years of the course, doctoral students have to undertake training activities, for which attendance is in person and compulsory.

The Doctorate Academic Committee will assign a tutor to each doctoral student after they have registered in the doctoral programme. The committee will assign a thesis supervisor within six months of the registration date, who will also be appointed tutor, except in exceptional cases. The tutor must be a doctor with accredited research experience related to the department’s research groups. This research experience will be accredited if the person concerned meets one of three requirements established by the doctoral thesis supervisors.

Research groups

The training is structured around the research lines related to the six research groups of the Department of Communication, in collaboration with groups and departments at other Spanish and international universities, as well as other companies and institutions. The research groups are:

- Communication, Advertising and Society (CAS) research group: communication and advertising.
- Centre for Aesthetic Research on Audiovisual Media (CINEMA): aesthetic of audiovisual media
- Digital Documentation and Interactive Communication (DIGIDOC) research group; digital documentation; interactive communication
- Journalism Research Group (GRP): ethics and excellence in journalism; journalism, politics and history; analysis of journalism on the web (cyber media).
- Scientific Communication Research Group (GRECC): scientific communication
- Audiovisual Communication Research Unit (UNICA): political and audiovisual communication; audiovisual production; communication policies in the digital era; television and quality; communication and interculturality; communication and think tanks.
Master’s Degree in Social Communication

www.upf.edu/mastercomunicacio/en

Applications: From November to June
Duration: 1 academic year full-time or 2 academic years part-time (60 credits)
Calendar: From September to June
Timetable: Afternoons
Course type: Research

Grants access to PhD in Communication (subject to admission)

Overview

The master's programme in Social Communication aims to train highly qualified researchers in the field of communication, who are fluent in the relevant research tools and methods and aware of the latest trends at media research centres around the world. The programme, which attracts students from Europe, the Americas and Asia, encourages students to complete their research within the framework of the Department's research groups and projects.

Designed to have a structure and curriculum comparable to those of the world's top universities, it places particular emphasis on research methods, offering subjects on the full range of social and human sciences techniques used in the field of communication. It moreover offers a wide range of optional subjects exploring developments and trends in key issues in communication in general and, in particular, in fields in which the department is a global leader.

The master's programme prepares students to go on to complete doctoral studies and a dissertation. All this on a state-of-the-art campus, equipped with the latest technology and located in the innovative 22@.

Subjects

Methodological module (25 ECTS credits)
• Qualitative Research Methods in Communication
• Quantitative Research and Experimental Methods in Communication
• Content and Communicative Discourse Analysis
• Online Research: Database Use and Design
• Historiography of Communication: Trends and Techniques

Optional module (20 ECTS credits)
• Information and Knowledge Society
• Writing Techniques, Text Editing and International Dissemination of Communication Research
• Recent Trends in Communication Research
• Political Communication
• Communication and Interculturalism
• Cyberculture and Communication
• Communication and Persuasion
• Ethics and Communication
• Scientific Communication
• Media and Communication Policy

Master's degree final project (15 ECTS credits)
MSC in Strategic Communication and Public Relations
Joint Degree with the University of Stirling and UPF

www.upf.edu/masterpublicrelations/en

Overview
Strategic communication has been the field of communication offering the best job prospects in recent years, especially for graduates with knowledge of English and an international perspective on communication. New economic and business challenges make the fight against the competition and brand management key to the very survival of businesses and non-profit organizations.

The syllabus, which was developed after identifying the needs of modern communication executives, is designed to help students acquire the basic skills needed for contemporary communication and to offer them an overview of the professional practice in a variety of areas: agencies, brand strategy firms, non-profit organizations, public and private companies and government bodies.

Through practical training, students learn to think strategically, take a global perspective on communication and public relations, and become leaders in the digital world.

The first semester is taught in Stirling, and the second in Barcelona. Students may choose where they wish to complete the third semester, during which they will prepare their master's degree final project.

Subjects

**Taught at the University of Stirling**
- Strategic Public Relations Planning
- Public Relations and Communication Management Theory
- Media Relations
- Research for Dissertation

**Taught at Pompeu Fabra University**
- Public Relations in Context
- PR & Digital Media
- Public Affairs and Advocacy
- Research and Evaluation for Practice
- Public Diplomacy and Strategic Communication

**Research for the master's degree final project**
(which can be done and defended in Stirling or Barcelona, as students prefer)

Duration: 1 academic year full-time (90 credits)
Course type: Research
Grants access to PhD in Communication (subject to admission)

Programme taught in English
Introduction

The university master’s degree programme in Media, Power and Difference offers students a chance to study and research the media's role in the construction, representation and recognition of difference and diversity through the lens of the most vulnerable groups. The programme, which is taught in English, uses various social science approaches to offer a cross-disciplinary and critical view of the power structures underlying communication practices (both journalistic and persuasive or influence-oriented) and how they impact, reflect and interact with social processes related to difference and diversity.

The media play a crucial role in the construction of a society's moral imaginary and, therefore, in the representation of both the Other and its difference. Consequently, the study of otherness through the optic of social communication is one of the most active fields of research at the international level, due to both its pioneering, multidisciplinary nature and the wealth of perspectives it encompasses (cultural studies, political economy of communication and ethics of mediation).

A limited number of places will be available for students wishing to spend the second term at a prestigious international university.

Modules

Introduction (7.5 ECTS credits)
- The Ethics of Mediation: Difference and Power

Methodology (10 ECTS credits)
- Research Methods 1 (Qualitative)
- Research Methods 2 (Quantitative)

Vulnerable Groups (27.5 ECTS credits)
- Intercultural Communication
- Power and Gender Diversity in the Media
- Global Justice, War and Poverty in the Media
- Critical Animal and Media Studies

Final Project (15 ECTS credits)
- Master’s degree final project

Students who choose to spend the second term abroad will have to take a minimum of 20 ECTS credits to be chosen from among those offered by the host university.
Introduction

The master’s degree programme aims to train researchers from different countries, universities and academic traditions of Europe and Latin American in the scientific bases related to the fields of communication approached from a historical perspective. Thus, students are provided with the tools and methods for historical research to be able to write, upon completion of the training, a personal research paper of sufficient quality for submission to a renowned academic journal in the sector.

The master’s degree programme is aimed at graduates related to the history of communication. Classes are taught in Spanish and in online, so as to establish, as the course progresses, relationships and networks of interaction between students and teachers located at various universities, a confluence of exchanges and interests that allows the participation of leading international experts in the different fields of study. This environment will, in turn, lead to the emergence of new opportunities for interdisciplinary research.

Specifically, the master’s degree trains students to start their doctoral studies and/or doctoral thesis in an optimal position. They can take them here at UPF or at their universities of reference. The master’s degree classes are conducted through a state-of-the-art Moodle system that ensures both flexibility and computer access and security.

Programme taught in Spanish

Applications: From November to June
Duration: 1 academic year, full-time, or 2 academic years part-time (60 ECTS credits)
Calendar: From September to June
Timetable: Online
Course type: Research.

Grants access to PhD in Communication (subject to admission)

Subjects

Methodological block (20 ECTS credits)

Research in History of Communication (20 ECTS credits)
• Advertising, Institutional Communication and Public Relations • Journalism in the Modern and Contemporary Eras • Audiovisual Communication • Advertising • Digital Media

Optional subjects (5 ECTS credits). Advice for the master’s degree final project
• Research in Advertising, Institutional Communication and Public Relations • Research in History of Journalism in the Modern and Contemporary Eras • Research in History of Audiovisual Communication • Research in History of Advertising • Research in History of Digital Media

Master’s Degree Final Project (15 ECTS credits)
Master’s Degree in Contemporary Film and Audiovisual Studies

www.upf.edu/mastercinema/en

Applications: From November to June
Duration: 1 academic year full-time or 2 academic years part-time (60 credits)
Calendar: From September to June
Timetable: Afternoons
Course type: Research

Grants access to PhD in Communication (subject to admission)

Overview

Above and beyond the sheer scale of the industry, film and audiovisuals are one of the most important and defining components of contemporary culture.

The master's programme in Contemporary Film and Audiovisual Studies helps students acquire the solid, critically proven knowledge and skills they need to undertake research in the field of film studies with a focus on contemporary audiovisuals. Students are encouraged to look to history to understand contemporary audiovisuals and to formulate working hypotheses about the present and future of audiovisuals today.

The master's programme provides students with the training they need to go on to successfully complete a doctoral thesis.

Internationalization

This master’s degree course offers you the opportunity to internationalize the studies with the international master's degree in Film and Audiovisual Studies (a UPF-endorsed master’s degree).

Subjects

• The Collective Imagination in Hollywood Cinema
• Contemporary Intersections between Cinema, Television and Comics
• Film in Exhibition Halls
• Critical History of Research Methodologies in Film and Audiovisuals I
• Critical History of Research Methodologies in Film and Audiovisuals II
• From Cinema to Painting
• Thought in Images: The Audiovisual Essay
• Cinemas of the Real
• Trends in Digital Cinema
• Visual Motifs in Film
• Cinema and Television: The New Collective Imagination and the Boundaries of Fiction
• The Aesthetics of Contemporary Film
• The Creative Documentary
• Genres in Contemporary Film
• Cinema, Theatre and Literature
• Online Research: Database Use and Design
• Master's Degree Final Project
Applications: From November to June
Duration: 1 academic year full-time or 2 academic years part-time (60 credits)
Calendar: From September to June
Course type: Research
Organized by: Department of Communication and participating universities

Overview

Once UPF students have finished the master’s programme in Contemporary Film and Audiovisual Studies, they have the option of enrolling on the International Master in Audiovisual and Cinema Studies (IMACS), a UPF-endorsed programme comprised of 60 credits that offers students a chance to internationalize their film research with a view to both possibly completing a doctoral thesis abroad and to working overseas in any of the many branches of the fields of film and broadcasting.

This master’s programme is a pioneering initiative in Spain that brings together 13 of the world’s leading universities in the field of film theory. These schools have forged an extensive cooperation network to allow students to specialize in a variety of fields, including the aesthetic analysis of film and audiovisuals, historiography, film preservation, new trends in film, the hybridization of film and other art forms, the documentary tradition, and new audiovisual practices. The initiative allows students to complement their master’s degree with training abroad at those universities whose faculty, course plans and learning resources are best suited to each student’s specific interests and training needs.

Participating universities

• Birkbeck College London
• Goethe-Universität Frankfurt
• Ruhr-Universität Bochum
• Universitat Pompeu Fabra Barcelona
• Università Cattolica del Sacro Cuore
• Università degli Studi di Udine
• Università degli Studi Roma 3
• Université de Paris Ouest Nanterre La Défense
• Université Charles-de-Gaulle Lille 3
• Université de Liège
• Université de Montréal
• Université Sorbonne Nouvelle Paris 3
• Universiteit van Amsterdam
Interuniversity master’s degrees in which the Department participates

**Interuniversity master’s degree in Youth and Society**
www.udg.edu/masterjoventut

**Master’s degree in Digital Content Management**
www.ub.edu/biblio/mgcd

**Master’s degree in Food Safety**
www.ub.edu/estudis/en/mastersuniversitaris/seguretat alimentaria/introduction