INTERNATIONAL EXCELLENCE CAMPUS (Spanish Ministry of Education, 2010)

1ST SPANISH UNIVERSITY in projects within the EU Framework Programme (IUNE, 2012)

1ST SPANISH UNIVERSITY in projects within the Spanish National R&D Plan (Granada e IUNE, 2012)

1ST SPANISH UNIVERSITY in research productivity (Ranking 2012 in research production in the Spanish university public system, published in 2013)

2ND SPANISH UNIVERSITY in capacity to attract European funding in absolute terms (CDTI report, 2013)

HIGH SATISFACTION RATE (90%) and job placements (83%) among graduates (AQU Catalunya, 2014)

2ND SPANISH UNIVERSITY (position 164 worldwide and 79 in Europe) Higher Education Ranking, 2015

15TH HIGHEST RANKED university in the world among those under 50 years of age (Times Higher Education ranking, 2016)

COMMUNICATION AND MEDIA STUDIES UPF in the first 100 universities of the world QS ranking 2017
Research at the Department of Communication at Universitat Pompeu Fabra 2018
Jovis.com  Youth, society and communication

Consolidated Research Group

• Contemporary youth from an interdisciplinary, transnational and gender perspective.
• Digital communication, generation, identity, ICT, gender, social movements, political participation, youth & public policies, ethnography, labour market, education, media competence, social conflict, social work
TRANSNATIONAL GANGS AS AGENTS OF MEDIATION: EXPERIENCES OF CONFLICT RESOLUTION IN YOUTH STREET ORGANIZATIONS IN SOUTHERN EUROPE, NORTH AFRICA AND THE AMERICAS (TRASNOSGANG)

Jovis.com
Carles Feixa
carles.feixa@upf.edu

Jovis.com
Jose Sánchez
josesanchez@upf.edu

European Union: HORIZON-2020 European Research Council - Advanced Grant (AdG)

MEDIA LITERACY OF CITIZENS IN EMERGING DIGITAL MEDIA (SMARTPHONES AND TABLETS): INNOVATIVE PRACTICES AND STRATEGIES IN MULTIPLE EDUCATIONAL CONTEXTS

Jovis.com Coordinator
Dr. Mònica Figueras
Monica.figueras@upf.edu

Competencias mediáticas de la ciudadanía en medios digitales emergentes en entornos universitarios (2016-18) MINECO - EDU2015-64015-C3-2-R
REJS NETWORK OF EXCELLENCE ON YOUTH AND SOCIETY

Its objective is to promote critical knowledge about contemporary youth from the social sciences, sharing the results of recent research carried out in Spain on this social group, in the European and international context.

MYPLACE-MEMORY, YOUTH, POLITICAL LEGACY AND CIVIC

Dr. Mariona Ferrer
Mariona.ferrer@upf.edu

Carles Feixa
carles.feixa@upf.edu
• Theory, History and Epistemology
• Public policy, education and the work market
• Transnational Youth: identities, diaspora and youth agencies
• Youth cultures, political participation and social movements
• Digital communication and media skills
Psycho-social effects of media and advertising on body image

Place branding

Media Psychology: Sound studies and psychophysiological measures
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.

ITOURIST. The tourist on the Web: informational habits and destination choice (MINECO 2015-2018)

MEDIA & BODY IMAGE
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.

PROSODY VARIATIONS FOR IMPROVING THE COGNITIVE RESPONSE AND THE COMMUNICATIVE INTERACTION BETWEEN ALZHEIMER PATIENTS AND THEIR CAREGIVERS

The objective is to analyze whether several prosodic strategies can improve the cognitive response and the communicative interaction between the Alzheimer's disease patients and their caregivers. Their attention and emotional response will be analyzed by measuring the psychophysiological reaction: heart rate, electrodermal activity, and electromyography. A digital game will also be designed to measure the motivation and comprehension.

PSYCHOPHYSIOLOGICAL RESPONSES TO AUDITORY ELEMENTS OF MEDIA DISCOURSE

This study explores the effect of different prosody strategies applied to audio commercials on the cognitive processing of the listener. Participants listened to 16 different radio commercials created with different models of intonation, stress, and speech rate. The methodology of this study is based on a multidimensional approach and measures the cognitive effects through a triangulation method: psychophysiological measures combined with relevant self-reported data and memory tests.

CAS
Dra. Emma Rodero
emma.rodero@upf.edu
Marie Curie International Fellowship, European Union

MINECO 2016-2020
• Active aging and communication.
• Strategic communication in the Public Relations field.
• Communication strategies related with assisted reproduction, pregnancy and parenthood.
CINEMA CENTER FOR AESTHETIC RESEARCH ON AUDIOVISUAL MEDIA

Consolidated Research Group by the Catalan Government 2014 SGR 778

• 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
FEMALE DESIRE IN THE SPANISH CINEMA DURING FRANQUISM: GESTURAL EVOLUTION OF THE ACTRESS UNDER THE CONSTRAINT CENSORSHIP.

Studies the representation of female desire in the Spanish cinema during franquism, as of its most meaningful actresses interpretative gestures. Such gestural is aimed to be put in relation with censorship strategies in force in Spain during the dictatorship. Our concern is to tackle the actress expressive system in regard to the representation of female desire. The research raises, in this regard, and in a diachronic key, the changes in the expression of female desires during the dictatorship, as they were incarnated by a meaningful selection of actresses.

VISUAL MOTIFS IN THE PUBLIC SPHERE. PRODUCTION AND CIRCULATION OF IMAGES OF POWER IN SPAIN, 2011-2017

Studies the recurrence, production and circulation of specific motifs related with the representation of power on images in the press, digital media and television. The premise is that the images that represent power in media are based on visual motifs. The hypothesis is that underneath the images that we consume in contemporary media everyday, there is a systematized series of visual motifs that represent common situations of public life, from the seize of power in presidential inaugurations, or the occupation of a public square, among others.
STUDIES ABOUT QUALITY AND INNOVATION IN TELEVISION

CINEMA
Dr. Manel Jiménez
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CINEMA
Dr. Manuel Garin
manuel.garin@upf.edu

• 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
CINEMA COMPARATIVE/IVE CINEMA.

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.oece.eu/cinemacomparativecinema
Filmed corpses. The imagination of death in the history of cinema.
RESEARCH GROUPS

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

Universitat Pompeu Fabra
Barcelona
Department of Communication

Research at the Department of Communication at Universitat Pompeu Fabra 2018
GRP UNITY Coordinator
Dr. Jaume Guillamet
jaume.guillamet@upf.edu
Consolidated Research Group by the Catalan Government 2014 SGR 872

**Journalism research group**

- Journalism ethics and excellence
- Journalism history
- Newsroom integration
- Cyberjournalism

**Coordinator**

Dra. Ruth Rodríguez
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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


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 UNITY Coordinator
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GRP Coordinator
Dra. Ruth Rodríguez
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GRP
Dr. Marcel Mauri
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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

Prof. 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.
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

www.upf.edu/web/polcom

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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POLCOM
Dr. Marcel Mauri
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Fundación BBVA
CONTRACTS OF RESEARCH

POLCOM Group has agreements with enterprises and institutions related about politics, journalism and strategic communication.

DOCTORAL THESIS

One of the main goals of POLCOM Group is the internationalization. More than a half of PhD’s are foreign students. The Research Group has a thesis in the Industrial Doctorate Public Plan sign in with the Catalan Government.
• Social Media and electoral campaigns
• Crisis communication and management
• Political communication and video games
DIGIDOC DIGITAL DOCUMENTATION AND INTERACTIVE DOCUMENTATION

Consolidated Research Group by the Catalan Government 2014 SGR 872

DIGIDOC
Dr. Rafael Pedraza
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MAIN RESEARCH LINES

• Digital Documentation
  http://www.upf.edu/digidoc/

• Interactive Documentation
  http://gci.upf.edu

RECENT RESEARCH CONTRACTS AND CONSULTING
DIGITAL DOCUMENTATION RESEARCH INTERESTS

RESEARCH TEAM

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
cristofol.rovira@upf.edu
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Mind maps

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+, DBISOC, 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

RESEARCH TEAM

DIGIDOC
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DIGIDOC
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DIGIDOC
Dr. Carles Sora
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DIGIDOC
Dr. Josep Maria Ganyet
josep.ganyet@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.

Dr. Rafael Pedraza
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Dr. Josep Fernández-Cavia
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CAS

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.

Dr. Lluís Codina
lluis.codina@upf.edu

Dr. Pere Freixa
pere.freixa@upf.edu
• 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"
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 Coordinator
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).
UNICA AUDIOVISUAL COMMUNICATION RESEARCH UNIT

Consolidated Research Group by the Catalan Government 2017 SGR 53

MAIN RESEARCH LINES

• Audiovisual production
• Political Communication and Audiovisual
• Interest Groups and Communication
• Communication and Interculturality
• Communication and Education
• Communication in the Digital Era

COORDINATOR

UNICA UNIT Coordinator
Dr. Miquel Rodrigo
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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
Prof. 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).
• 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.

CRITICC
Dra. Núria Almiron
nuria.almiron@upf.edu

GENDER, ETHNICS, AND SEXUALITIES

A critical analysis of media from an intersectional perspective.

CRITICC Coordinator
Dra. Pilar Medina
pilar.medina@upf.edu
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

Prof. Jordi Xifra
jordi.xifra@upf.edu

UNICA Coordinator
Prof. Miquel Rodrigo
miquel.rodrigo@upf.edu
• 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
• 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
The objectives of these projects are to analyse what are teens doing with media (transmedia skills) and how did they learn to do that (informal learning strategies).

**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.

**CURRENT RESEARCH PROJECTS**

**TRANSMEDIA LITERACY / TRANSALFABETISMOS**

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**Coordinators**

- **MEDIUM**
  - Dr. Carlos Alberto Scolari
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- **MEDIUM**
  - Dra. Mercè Oliva
  - Merce.oliva@upf.edu

- **MEDIUM**
  - Dr. Óliver Pérez
  - oliver.perez@upf.edu

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**Projects**

- **Transliteracy** *(2015-18) H2020 - TRANSLITERACY – 645238*

- **Transalfabetisms. Transmedia skills and informal learning strategies adolescents** *(2015-17) MINECO: CSO2014-56250-R*

- **Héroes de la crisis. Narrative and social discourse in contemporary popular culture** *(MINECO 2015-2017)*
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.

Dr. Joan Ferrés
joan.ferres@upf.edu

THESES IN DEVELOPMENT

- Transmedia storytelling in post-conflict situations
- Booktubers: new actors in the new media ecology
• Media Ecology / Media Evolution / Interfaces
• Transmedia, memory and literacy
UNIVERSITY
MASTER’S
DEGREES AND
DOCTORATE IN
THE FIELD OF
COMMUNICATION

Master’s Degree in Social Communication Research
Lluis Codina

MA in International Studies on Media, Power and Difference
Núria Almiron

Master’s Degree in Contemporary Film and Audiovisual Studies
Núria Bou

MSC in Strategic Communication and Public Relations
(Joint Degree with the University of Stirling and UPF) - Frederic Guerrero

Ph.D. in Communication
Carlos Scolari
DIRECTOR
Dr. Josep Fernández- Cavia
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DEPUTY DIRECTOR OF RESEARCH
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