



**GRADUATE PROGRAM IN SOCIAL COMMUNICATION  
MASTER'S DEGREE**

**2020/2021 APPLICATIONS OPEN**

The Social Communication Department at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) invites interested candidates to apply for admission to the 2021 Graduate Program in Social Communication - Master's Degree.

With its Concentration Area in Social Communication, the Master's Degree Program follows three Lines of Research: a) Communication and Experience; b) Communication and Production; and c) Communication and Representation.

**1. APPLICATION PROCESS**

1.1. Applicants must hold an undergraduate degree in Social Communication or related areas.

1.2. Online Application:

- Applications must be submitted online from **August 12 to October 11, 2020**.
- Create an account at [www.ccpa.puc-rio.br/inscricao\\_pos/](http://www.ccpa.puc-rio.br/inscricao_pos/) to begin your application process;
- Fill in all required fields in the application form;
- Upload the requested documents in PDF format.

1.3. The following documents must be submitted by e-mail to < [poscom@puc-rio.br](mailto:poscom@puc-rio.br) > by **October 25, 2020**. Messages should contain the title "Seleção Mestrado 2020" on the Subject line.

- Evidence of degree conferral (only for recent PUC-Rio graduates);
- Undergraduate Diploma;
- Undergraduate academic transcript;
- **Research Project Proposal** (see item 2.0 - **Admissions Process**)
- Updated Curriculum Vitae (LATTES model)
- 2 (Two) letters of reference (use PUC-Rio's reference letter template):  
<http://www.puc-rio.br/ensinopesq/ccpg/download/folharef.pdf>

Note:

- Applicants who have not been awarded their undergraduate degree by the Program's enrollment date will be automatically disqualified.

- Results from the admissions process are final and will not be reevaluated. Materials submitted by applicants during the application process will not be returned.

#### 1.4. Application Fee:

- The application fee is due after the admissions process has been completed and only by applicants who have been admitted to the program;
- The application fee is R\$50 (Fifty Brazilian Reais) for current and former students of PUC-Rio's Undergraduate or Graduate *Stricto Sensu* programs, former continuing education students who have completed a course load of at least 360 credit hours, and students who are currently enrolled in the above courses and have completed at least 180 credit hours;
- The application fee is R\$100 (One Hundred Brazilian Reais) for external applicants and other PUC-Rio students who have not met the requisites above.

## 2. ADMISSIONS PROCESS

The Admissions Process for the Master's Degree Program in Social Communication consists of:

### PART I:

a) **Research Project Proposal:** Applicants must pass this phase to qualify for PART II. Project proposals must strictly obey the following criteria:

- PDF format
- Maximum length of 15 (fifteen) pages, including coversheet and bibliography.
- Times New Roman or Arial 12-point font; 1.5 line spacing.
- Coversheet must include Project title, applicant's full name, up to 5 keywords and applicant's e-mail.
- Proposals must necessarily include the following sections identified on the body of the text: (1) Abstract - up to 20 lines; (2) Introduction; (3) Research Question; (4) Research Justification; (5) Purpose of Research ; (6) Research Objectives; (7) Theoretical Framework; (8) Methodology; (9) Appropriateness to Program's Lines of Research; (10) Bibliography.
- File name: **YourFullName\_ ProjetoPesquisaMestrado**

b) **Presentation Letter:**

- In 2 pages or less, describe your academic and professional trajectory, highlighting your prior experiences with academic research, if any (undergraduate research, for example), and presenting your reasons for seeking a Master's Degree Program in Social Communication.

## **PART II**

**Oral Examination** – Applicants who successfully pass PART I are invited to participate in an admission interview, in which they will answer questions about their curricula and proposed research projects. Oral examinations will be conducted by videoconference (online) if by the time of the interviews there are still health risks to conducting them in person. A link to the virtual meeting platform will be made available by e-mail to all applicants accepted in PART I.

## **PART III**

**Foreign Language Proficiency Exam** (English, French, or Spanish) - A post-admissions exam to be taken only by admitted applicants, who will be presented with a text in a foreign language on the subject of Communication and will be asked to translate the referred text into Portuguese. Dictionaries may be used during the exam.

NOTE: Applicants who successfully pass the first two parts of the admissions process for the Master's Program in Communication but fail to pass the Foreign Language Proficiency Exam must retake it at the end of their first term at the risk of being discontinued from the Program. Applicants will not be eligible to apply for financial aid or grants until they have passed the Foreign Language Proficiency Exam.

### **3. NUMBER OF ADMISSIONS**

The Master's Degree Program in Social Communication offers a total of 15 (fifteen) places for admission in 2020.

### **4. TIMELINE**

- Application: **August 12 - October 11, 2020**
- Deadline for submission of documentation: **October 25, 2020**
- Interviews: **November 19 and 20, 2020**, scheduled by the Graduate Program in Social Communication's coordinators.
- Admission decisions posted: **December 2, 2020**
- Foreign Language Proficiency Exam: **To be determined**

**For more information, please e-mail [poscom@puc-rio.br](mailto:poscom@puc-rio.br)**

### **5. ADDITIONAL INFORMATION**

- a) Concentration Area, Lines of Research and Related Projects.

Concentration Area: Social Communication

Description: The Concentration Area is defined by the Program's central focus on the social dimension of Communication. The Program's line of study and research will emphasize sociocultural issues and policies related to the phenomenon of communication. The Concentration Area explores core themes that correspond to the Program's lines of research as epistemological excerpts extracted from specialized topics or cluster of specific objects in the subfield of social and cultural communication studies. The program study is effectively developed based on the research and project proposals coordinated by Program professors. More specifically, the Social Communication Concentration Area prioritizes three areas: How social

representations are shaped within the various products of communication; the relation between media productions and sociocultural practices; and communication as a way to materialize social experiences.

### **Line 1: Communication and Representation**

Description: A study of the social representations found in languages, narratives and products of communication and media culture as they become materializations of our contemporary imagination. The symbolic dimension of the market as an arena for negotiating representations, identities and power relations.

Related Projects:

- Media Representations of Youths in Advertising  
Prof. Cláudia da Silva Pereira

- Communication and Consumption: Advertising Narrative, Culture and Sociability  
Prof. Everardo Rocha

- Social Representations of Body and Death in Media Culture  
Prof. José Carlos Rodrigues

### **Line 2: Communication and Production**

Description: A study of the relation between media productions and sociocultural activities, with a focus on the interactions and power systems involved in the process of constructing communication narratives. The use of communication technologies, political negotiations, social media, and the dispute for the control of media production.

Related Projects:

- Communication, Internet and Politics: Impacts of the Web in the Brazilian Democratic Context  
Prof. Arthur Ituassu

- Journalism, Digital Media and the Political Economy of Communications  
Prof. Patrícia Maurício

- Imagination and Social Practices in Television Narratives  
Prof. Tatiana Siciliano

- Fictional Narratives in the Age of Media Convergence: Continuity and Deviations of the Modernist Aesthetic Paradigm  
Prof. Vera Lúcia Follain de Figueiredo

### **Line 3: Communication and Experience**

Description: A study of communication and how it produces meaning, elaborates subjectivities and materializes experiences. How media narratives are received as excerpts, patterns, interpretations and experiences.

Related Projects:

- Documentaries in Cinema and Television: Image vs. Meaning  
Prof. Andréa França.

- Digital Interactions: Social Uses of the Internet from an Ethnographic Perspective  
Prof. Adriana Braga

- *Nouvelle Vague* and *Cinema Novo*: Paradigms and Relations in Cinema  
Prof. Dr. Gustavo Chataignier

- Investigative Journalism and Public Interest: Professional Experiences in the Ongoing Social Construction of Reality.  
Prof. Leonel Azevedo de Aguiar