



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

**APPLICATIONS OPEN FOR 2020**

The Social Communication Department at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) invites interested candidates to register for the qualifying exam for admission to the 2020 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 Process:

- Applications must be submitted online from **August 12 to October 11, 2019**.
- Create an account at [www.ccpa.puc-rio.br/inscricao\\_pos/](http://www.ccpa.puc-rio.br/inscricao_pos/) to start your application.
- Fill in all required fields in the application form.
- Upload the requested documents in PDF format.

1.3 The following documents must be submitted either personally to the Graduate Program in Social Communication's Office by **October 25, 2019**, or sent via SEDEX postal services and **postmarked by October 25, 2019**. (Address: Departamento de Comunicação Social Rua Marquês de São Vicente, 225, 6o, Ala Kennedy, Programa de Pós-Graduação em de Comunicação Social da PUC-Rio. Rio de Janeiro/RJ, Gávea. CEP: 22451-900):

- Evidence of degree conferral (only for recent PUC-Rio graduates);
- Undergraduate diploma (certified copy);
- Undergraduate academic transcript (certified copy);
- 4 (four) copies of your Research Project Proposal (see **Admissions Process** for more information)
- 4 (four) copies of your current Curriculum Vitae (LATTES model)
- 4 (four) 3x4cm ID photos
- 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 degrees 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) A qualifying **Written Exam** on questions and topics addressed in the bibliography below and pursuant to the Lines of Research offered by the Graduate Program in Social Communication:

ADORNO, Theodor W. A indústria cultural. In: COHN, Gabriel. Comunicação e indústria cultural. São Paulo, Nacional; Editora USP, 1971. pp. 287-295.

ECO, Umberto. Apocalípticos e Integrados – Col. Debates 19. São Paulo: Ed. Perspectiva, 2004. pp. 7-30 and 33-67.

HALL, Stuart. O espetáculo do Outro. In: \_\_\_\_ Cultura e representação. Rio de Janeiro, Apicuri, 2017. pp. 139-227.

MANOVICH, Lev. O banco de dados. *Eco Pós*, v.18, n1, 2018.

MARTÍN-BARBERO, Jesús. Cultura: desafios do popular à razão dualista. In: \_\_\_\_ Ofício do cartógrafo: travessias latino-americanas da comunicação na cultura. São Paulo, Loyola, 2004. (Chapter 2)

ODIN, Roger. Filme documentário, leitura documentarizante. *Significação*, n. 37, Year 39, 2012.

Note: The duration of the written exam is 3 (three) hours. Examiners evaluate the answers anonymously, without knowing the identities of each applicant.

- b) A **Research Project Proposal** necessarily including the following items:
- Presentation of a theme and a problem that is compatible with the Concentration Area (Social Communication) and one of the Lines of Research, and name the advisor you intend to work with;
  - Description of how you intend to develop your research project;
  - Description of any Brazilian and foreign literature you may know that is relevant to your research project.

Note: Proposals must be typed using 1.5 line spacing, Times New Roman 12 point, and submitted with a maximum length of 10 (ten) pages, including bibliography. The cover sheet must include the applicant's full name.

## **PART II**

**Oral Exam** - Applicants who pass the written exam in PART I are invited to participate in an admission interview, in which they are asked about their curricula and proposed Master's projects.

## **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: Successful applicants in the first two parts of the admissions process for the Master's Program in Communication who fail to pass the foreign language proficiency exam must retake it at the end of their first term at the risk of being expelled 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 Graduate Program in Social Communication offers a total of 15 (fifteen) places.

### **4. TIMELINE**

- Application: **from August 12 to October 11, 2019**
- Deadline for submission of documentation: **October 25, 2019**
- Written exam: **November 11, 2019**
- Release of written exam results: **November 25, 2019**
- Interviews: **November 27 and 28, 2019**, scheduled by the Graduate Program in Social Communication's Organizing Committee.
- Admission decisions posted: **December 2, 2019**
- Foreign Language Proficiency Exam: **December 13, 2019**

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

## **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 social representations found in languages, narratives and products of communication and media culture as ways to materialize our contemporary imagination. The symbolic dimension of the market as an arena of negotiation among 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