



Master in **COMMUNICATION**

The Master in Communication is part of **CONACYT's National Program of Quality Graduate Studies (PNPC)**, in the category of **Program in Development**.

UNESCO Chair in Communication:
"Communication and Society".

CONTEXT AND RELEVANCE

Since its origin in 1976, the Master in Communication has met the social, professional, academic, and research demands in Mexico and Iberian America in the changing setting of Communication. As pioneer in the field, it has taken the lead in meeting in advance the growing needs of the national and Latin American context to critically reflect on and influence the structures of communication underlying the social issues posed above.

The program's interdisciplinary approach and its focus on specific issues of study and research enables graduates to pose research questions based in critical thinking that harness the complexity of communication studies to address the objects of study using novel methodological and theoretical perspectives.

Through our four research lines and groups, the program fosters the development of research abilities and complex problem-solving attitudes from the communicational perspective. Hence, it underscores research to problematize and study the relationships between concepts such as citizenship; media, and political actors, the digital platforms and its affordances, contexts and challenges; cultures, practices and emerging narratives in journalism; media representations, discourses and forms of exclusion, and strategic communication as an instrument of social change.

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LINKAGE

The Communication Department has multiple **formal and informal avenues of collaboration and exchange with higher education institutions, cultural institutions and national and foreign research centers, for both students and professors. We underscore the following links:**

- *Asociación Latinoamericana de Investigadores de Comunicación, ALAIC*
- *Asociación Mexicana de Investigadores de la Comunicación, AMIC*
- *CILECT: Centre International de Liaison des Écoles de Cinéma et de Télévision*
- *Consejo Nacional para la Enseñanza y la Investigación de las Ciencias de la Comunicación, CONEICC*
- *Fundación Prensa y Democracia, A.C.*
- *Global Media Seminar (Salzburg Academy)*
- *International Association for Media and Communication Research, IAMCR*
- *International Communication Association, ICA*
- *Latin American Studies Association, LASA*
- *ORBICOM, Worldwide Network of UNESCO Chairs and Associates in Communications*

OBJECTIVES

General

To train researchers able to raise and analyze relevant issues associated with contemporary communication and cross-cutting strategies of applied communication, grounded on theoretical and methodological basis, as well as in critical and ethical visions; to analyze and influence media policies, social uses of technologies, new practices in journalism and forms of sociocultural exclusion and representation.

Specific

1. To debate critically on communication phenomena and issues, as well as on the multiple media and informative flows influencing the public space.
2. To apply study, criticism and analysis methodologies that provide responsible perspectives and solutions to communication and media issues.
3. To propose applied communication strategies to influence social development and change in an integral, responsible, ethical and critical manner.
4. To design ethical, critical, and sociocultural-sensitive research contributing to new theoretical and methodology communication perspectives concerning the social, cultural, political and economic contexts in which they are produced.

APPLICANTS PROFILE

B.A. in Communication or in other disciplines, as considered appropriate by the Technical Council.

Basic knowledge:

media and communication theoretical foundations; cultural and social theories, research methodology in the field of communication.

Abilities:

creativity, critical and analytical capabilities, research abilities and oral and written communication skills.

Attitudes:

enterprising, collaborative, motivated and socially engaged.

GRADUATES PROFILE

Graduates from the program:

- Develop significant theoretical knowledge and methodological skills to approach media and communication phenomena viewing them from the political, economic, cultural and social change perspectives; of communication studies theories; of contemporary research methodology; and of current communication research topics, as well as knowledge about media, cultural and public space settings which are influenced by communication studies.
- Consolidate strategies and abilities to design communication research, create socially committed and responsible communication strategies, produce media and communicative contents in different settings and manage media and communicative contents in political, cultural, social and business settings.
- Develop ethical commitment, are socially responsible and critical to the current environment, and sensitive to local and regional contexts.

FIELD OF WORK

Graduates from the program can develop their work in the following areas:

- Research and consultancy in communication at government, business, social and cultural settings.
- Critical production of media, cultural, social and corporative contents.
- Strategic communication in large and complex organizations in all sectors.
- Teaching and research in universities and higher education centers.

FACULTY MEMBERS

Jesús Alberto Cabañas Osorio

*Member of the National Research System, Level I
Ph.D. in Art History with specialty in Films and B.Sc. in Science of Communication, Universidad Nacional Autónoma de México
B.A. in Choreography, Instituto Nacional de Bellas Artes*

Lines of Research:

Critiques of Culture and visual Studies.

Areas:

Culture Criticism and Visual Studies, Cultural Semiotics, Applied Semiotics, Biocapitalism, media culture and embodiment.

Relevant Publications:

Book: *La mujer nocturna del cine mexicano: representación y narrativas corporales (1931-1954)* (Universidad Iberoamericana, 2014). "Mutaciones estéticas y cultura mediática: cosmética política y cosmética de la apariencia física". *Verdedas: Revista de Pensamiento Sociológico, Universidad Autónoma Metropolitana*. pp. 45-75. Año 12, núm. 22, 2011; "El exotismo en el cuerpo. Un estudio de lo corporal en la llamada cabañera o mujer fatal del cine mexicano". *TRAMAS: Subjetividad y Procesos Sociales, Universidad Autónoma Metropolitana*. pp. 287-305, año 12, núm. 32, 2011; "La masculinización de la cámara: la construcción de los discursos de poder en la llamada mujer fatal del cine mexicano". In *Género, Cultura, Discurso y Poder: coloquio semiótica de la cultura*, México: Escuela Nacional de Antropología e Historia, ENAH, 2011, pp. 25-38.

Contact: jesus.cabanas@ibero.mx

Sergio Rodríguez Blanco

*Member of the National Research System, Candidate Level.
Ph.D. and M.A. in Art History, Universidad Nacional Autónoma de México.
M.A. in Advanced Studies on Latin America, Universidad Complutense de Madrid
B.A. in Journalism, Universidad Complutense de Madrid*

Line of Research: Journalism, Technology, and Social Transformations.

Relevant Publications: *Alegorías capilares*. Océano/Trilce Ediciones, 2011.

Contact: sergio.rodriguez@ibero.mx

Edwin Culp Morando

Member of the National Research System, Candidate Level
Ph.D. in Art History, Universidad Nacional Autónoma de México
M.A. in Visual Arts, Universitat de Barcelona
B.Sc. in Chemistry, Universidad de las Américas Puebla

Lines of Research:

Critiques of Culture and Visual Studies.

Areas:

Aesthetics and Politics of Representation, Gender Studies, Embodiment, diaspora and exclusion

Relevant Publications:

“El discreto (y cómico) encanto de la sobremesa”. In Gula: Historia de los afectos, México: UNAM, 2015; “Dogville: trampa y afección”. Afecto y saberes. Crítica, cultura y desestabilización de la representación. Mexico: Universidad Iberoamericana, 2015. pp 197-226; “Escuchar lo justo”. In José A. Sánchez, Ética y representación, México: Paso de Gato, 2015. pp. 9-14.

Contact: edwin.culp@ibero.mx

Manuel Alejandro Guerrero Martínez

Member of the National Research System, Level II
Ph.D. in Political Science, European University Institute
M.A. in Latin American Studies, University of Cambridge
B.A. in International Affairs, El Colegio de México

Line of Research:

Communication and Political Culture

Relevant Publications:

Democracia y medios en México: el Papel del Periodismo, Cuadernos de Divulgación de la Cultura Democrática, No. 34, México: Instituto Nacional Electoral, 2016; Conexión pública: consumo mediático y construcción cívica en la vida cotidiana, Niahm, México, 2015; Media Systems and Communication Policies in Latin America, Londres: Palgrave Macmillan (Co-editor con Mireya Márquez Ramírez), 2015: “Para entender la corrupción: repaso de enfoques y reflexión sobre el caso México”, Revista Intercambio, 2015; The “Captured-Liberal” Model: Media Systems, Journalism and Communication Policies in Latin America”, International Journal of Hispanic Media (Co.authored), 2014

Contact: manuel.guerrero@ibero.mx

Mireya Márquez Ramírez

Member of the National Research System, level Candidate
Ph.D. in Media and Communicatios, Goldsmiths, University of London
M.A. in Journalism Studies, Cardiff University
B.A. in Social Communication, Universidad Autónoma Metropolitana, Xochimilco

Lines of research:

Journalism, Technology, and Social Transformations

Relevant publications:

Examining the Practices that Mexican Journalists Employ to Reduce Risk in a Context of Violence, International Journal of Communication, 11(2017), 499-521, 2017 (in co-authorship); Rethinking professional autonomy: autonomy to develop and to publish news in Mexico and Colombia, Journalism (First published online July 16, 2016), pp. 1-21, 2016 (in Co-authorship); Journalistic performance in Latin America: A comparative study of professional roles in news content, Journalism (First published online July 10, 2016), pp. 1-20, 2016 (in co-authorship); El impacto de la violencia criminal en la cultura periodística post-autoritaria: la vulnerabilidad del periodismo regional en México, in Celia del Palacio (Coord.) Violencia y Periodismo Regional en México, México: Juan Pablos; pp. 15-48, 2015; Media Systems and Communication Policies in Latin America, Londres: Palgrave Macmillan (Coordination with Manuel Alejandro Guerrero)

Contact: mireya.marquez@ibero.mx

Maricela Portillo Sánchez

Member of the National Research System, Level I
Ph.D. in Audiovisual Communication, Universitat Autònoma de Barcelona
M.A. in Communication, Universidad Iberoamericana
B.A. in Communication, Universidad Autónoma Metropolitana-Xochimilco

Lines of Research:

Journalism, Technology, and Social Transformations

Areas:

Youth and Communication Studies, Political Communication, Public Opinion and Youth’s Political Involvement, Analysis of Global Youth Movements, Construction of Youth by the Media.

Relevant Publications:

Portillo, M. (Ed.) La investigación de la comunicación en México. Un panorama a través de sus regiones, México: Tintable, 2016; “Construcción de ciudadanía a partir del relato de jóvenes participantes del #YoSoy132: biografía, generación y participación política”. Global Media Journal, Vol. 12 No. 23, Instituto Tecnológico y de Estudios Superiores de Monterrey, México, 2015; “Mediaciones tecnocomunicativas, movilizaciones globales y disputas por la visibilidad en el espacio público. Análisis del surgimiento del #YoSoy132”. Argumentos, Vol. 27 No. 75, mayo-agosto, 2014, Universidad Autónoma Metropolitana, México, 2014; Portillo, M., Feixa, C., Urteaga, M., González, Y. and González, O. “From Generation X to Generation @: Transitional Traces and Youth Identities in Latin America.” In Christine Henseler (ed.) Generation X Goes Global. Youth culture at the turn of the Century. London & New York: Routledge, 2012.

Dr. Mireya Márquez Ramírez

Member of the National Research System, Candidate Level.
Ph.D. in Communication, University of London
M.A. in Journalism Studies, Cardiff University
B.A. in Social Communication, Universidad Autónoma Metropolitana-Xochimilco

Line of Research:

Journalism, Technology and Social Transformations.

Lines of Research:

Cultures and Journalism Practices in Compared Perspective; Studies on the Journalism Profession and the Journalist; Media Systems in Post-authoritarian Countries; Sociology of Media Organizations; and Journalism and Political Use of Digital Platforms and Social Networks.

Relevant Publications:

Guerrero, M.A. and Márquez-Ramírez, M. (Eds.) Media Systems and Communication Policies in Latin America, London: Palgrave Macmillan, 2014; Hanusch, F., Mellado, C., Boshoff, P., Humanes, M.L., de León, S., Pereira, F., Márquez Ramírez, M., Roses S., Subervi, F., Wyss, V., and Yez, L. “Journalism Students’ Motivations and Expectations of their work in Comparative perspective”. Journalism & Mass communication Educator, No. 70, Vol. 2, 2015, pp. 141-160; Márquez-Ramírez, M. and Guerrero, M.A. “The ‘Captured Liberal’ Model: Media Systems, Journalism and Communication Policies in Latin America.” International Journal of Hispanic Media, 7, 2014 pp. 53-64; El impacto de la violencia criminal en la cultura periodística regional en México”. In Celia del Palacio (Ed.) Violencia y Periodismo Regional en México, México: Juan Pablos, pp. 15-48; “Post-Authoritarian Politics in a Neoliberal Era: Revising media and journalism transition in Mexico”. In Guerrero Manuel Alejandro and Márquez-Ramírez Mireya (Eds.) Media Systems and Communication Policies in Latin America, Palgrave Macmillan, New York and London, pp. 272-292.

Contact: mireya.marquez@ibero.mx

(Master’s in Communications Program Coordinator)

Carlos Manuel Rodríguez Arechavaleta

Member of the National Research System, Level 1

Ph.D. in Social Sciences Research with specialty in Political Sciences and M.A. in Social Sciences, Facultad Latinoamericana de Ciencias Sociales, Mexico's Academic Campus.

B.A. in Sociology, Universidad de La Habana

Line of Research: Communication and Political Culture

Relevant Publications:

Rodríguez, C. and Moreira, C. (Eds.) Comunicación política y Democratización en Iberoamérica, México: UIA/CEPES, 2012; “Apuntes sobre el derecho a la información en México en los años 70. Entre el nuevo orden informativo internacional y la crisis de legitimidad interna”. Derecom, Vol., 2011, pp. 1-17; “Cuba y la Transición política: ‘Tan cerca y... Tan lejos’. Reflexiones 2009 sobre el futuro político en Cuba.” América Latina Hoy, Universidad de Salamanca, Vol. 52, pp. 63-90, 2009.

Contact: carlos.rodriguez@ibero.mx

Vivian Romeu Aldaya

Member of the National Research System, Level 2

Ph.D. in Social Communication and B.A. in History, Universidad de La Habana

M.A. in Humanistic Studies, Instituto Tecnológico y de Estudios Superiores de Monterrey

Knowledge Production Line:

Criticism of Culture and Visual Studies.

Lines of Research:

Artistic Communication, Aesthetic Communication, Intercultural Communication, Social Representations, Semiotics and Discourse Analysis.

Relevant Publications:

“Secreto y metáfora en la configuración estético-discursiva del arte: dos aspectos semióticos.” Revista Comunicación e Innovación, núm. 31, mayo-agosto 2015; “Personalización, intimidad y confianza, criterios para reconceptualizar la comunicación interpersonal.” In XX Anuario CONEICC, pp. 47-67, 2014. “En torno a la dimensión comunicológica del arte y sus categorías de análisis.” In Fabelo Corzo, J.R. et al. La estética y el arte de regreso a la Academia. Colección La Fuente, Vol. 5, Facultad de Filosofía y Letras, BUAP, Puebla, pp. 149-164; “Las representaciones sociales como herramientas de análisis para la comunicación intercultural”. In Sequera Meza; Oropeza Cortés and Sánchez (eds.) Límites de las Fronteras. Mexico: Universidad Autónoma de Baja California, 2014, pp. 83-100; “Semiosis y experiencia estética. Una relación problemática”. In Tanius Karam (ed.) Semiótica. Problemas y recorridos. Homenaje a Juan Ángel Magariños de Morentin. Argentina: Editorial de la Universidad Nacional de Jujuy (EDIUNJU), pp. 53-93, 2013.

Contact: vivian.romeu@ibero.mx

Sandra Vera Zambrano

Ph.D. in Political Science, Université de Toulouse

M.A. in Political Science, Université de Toulouse Capitole

M.A. in Geopolitics y International Affairs, Institut d'Études Politiques, Toulouse

B.A. in Political Sciences and Public Administration, Universidad Iberoamericana

Line of Research:

Journalism, Technology, and Social Transformations. / Sociology of Journalism; Local Journalism, New Technologies and Social Networks; Reception Studies; Political Sociology of Celebrities' Journalism; Journalism and Gender; Compared Journalism Practices; Journalism History; Sociology of Information Production; Epistemology of Social Sciences.

Relevant Publications: L'emprise du journalisme échetier? La médiatisation des professionnels de la politique dans la presse consacrée aux espaces privés des célébrités, 1945-2008. Paris: Fondation Varenne/LGDJ, 347p. 2013; “Devant les séries comiques. La différenciation sociales des réceptions de jeunes.” Politiques de communication, no. 4, pp. 63-92, 2015.

Contact: sandra.vera@ibero.mx

LINES OF RESEARCH

1. **Communication and Political Culture**
2. **Journalism, Technology, and Social Transformations**
3. **Communication and Criticism of Culture**

ADMISSION PROCEDURES

- Original birth certificate
- Photocopies of master's degree and professional license, or evidence of graduating from M.A. Copies will be verified against original documents.
- Course subjects request form
- Application form (provided by School Service Directorate along with new admission instructional materials)
- Letter of acceptance to the Graduate Program
- Letter of commitment and Addendum duly completed and signed (provided with first admission instructional materials by the School Service Directorate)
- Application process payment receipt

For further information please contact: maricela.portillo@ibero.mx

SYLLABUS

First semester	12 credits
Communication Research Seminar I	8
Elective Seminar	4
Second semester	12 credits
Communication Research Seminar II	8
Elective Seminar	4
Third semester	12 credits
Communication Research Seminar III	8
Elective Seminar	4
Fourth semester	12 credits
Communication Research Seminar IV	8
Elective Seminar	4
Fifth semester	6 credits
Thesis seminar	6
Sixth semester	6 credits
Degree seminar	6
Fifth to eighth semester	36 credits
Thesis	
Compulsory Subjects	44 credits
Elective Subjects	16 credits
Thesis	36 credits
Total	96 credits

ELECTIVE SUBJECTS

- Government Communication Seminar
- Right to Information Seminar
- Media, Agenda and Public Space Seminar
- Public Opinion Seminar
- Compared Media Systems Seminar
- Media Ecology Seminar
- Philosophy, Communication and Technology Seminar
- Social Uses of Technology Seminar
- Journalism and Professionalization Seminar
- Journalism for Peace and Development Seminar
- Selected Topics on Journalism Seminar
- Audiences and Transformation of Media Use Seminar
- Entertainment and Society Seminar
- Audiovisual Narrative and Society Seminar
- Urban Space and Communication Seminar



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