



PONTIFICAL CATHOLIC UNIVERSITY OF RIO GRANDE DO SUL
School of Communication, Arts and Design -
Famecos Postgraduate Program in Social
Communication
Regular Call 01/2025

Selection for admission to Master's and Doctoral programs in 2025/1

1. The Coordination of the Postgraduate Program in Social Communication (PPGCom) of the School of Communication, Arts and Design - Famecos of the Pontifical Catholic University of Rio Grande do Sul (PUCRS) hereby publishes the rules of the Selection Process for admission to the first academic semester of 2025 at the Master's and Doctoral levels, in accordance with the requirements of the Program Regulations and the Statutes of the General Regulations of the University.
2. The Program, concept 6 (six) in the Coordination of Superior Level Staff Improvement (CAPES), has 1 (one) area of concentration called Communication Practices and Cultures. The Program has the following lines of research:
 - **Imaginary, creative industry and emerging technologies**

Research into the material and immaterial, symbolic, mythological and subjective aspects that permeate the communicational universe at the media and interpersonal levels. Research into elements of the history of the media, their imaginaries, cultures, both professional and social, values, principles, narratives and representations. The role of ideas, ideologies, emotions, technologies, socio-affective relationships and aesthetic productions in the history, imaginary and culture produced by Communication as a field for generating or consolidating mentalities. Dialogue with the expansion of digital communication in its various consolidated or experimental interfaces. It studies the individual or collective appropriation of cultural manifestations, which produce subjectivity with technological mediation or not. It includes research into digital media, new audiovisual formats, digital entertainment, digital games, mobile communication, social networks, digital culture, technological and media sociabilities and applied research related to these themes.

Professors:

- André Fagundes Pase - <http://lattes.cnpq.br/9459123297426461>
- Cristiane Freitas Gutfreind - <http://lattes.cnpq.br/3277381991746025>
- Cristiano Max Pereira Pinheiro - <http://lattes.cnpq.br/6886286484926003>
- Eduardo Campos Pellanda - <http://lattes.cnpq.br/8142672413873390>
- Juremir Machado da Silva - <http://lattes.cnpq.br/23935036691290577>
- Roberto Tietzmann - <http://lattes.cnpq.br/2403852593758632>

Communication processes, body politics and intersectionality

It researches communication processes in their relationship with contemporary cultural practices, considering markers of race, gender, sexuality and age, class, territorialities and their intersectionalities. It analyzes themes and conceptual assumptions in Communication that are linked to the politics of bodies and different forms of oppression, prejudice, racism and symbolic and material resistance, complexifying approaches to media regimes and social interactions. It includes studies on experiences, aesthetics, productions, narratives, performances, representation and cultural, artistic and media consumption, as well as the processes of interaction, circulation, immersion and affect through various forms of communication, from orality to digital, and the materiality of the media. It also considers the epistemological debate in Communication from a decolonial perspective, Afro-diasporic thinking and traditional communities.

Professors:

- Cristiane Finger Costa - <http://lattes.cnpq.br/8316079079085656>
- Deivison Moacir Cezar de Campos - <http://lattes.cnpq.br/8332127774447991>
- Nythamar Hilario Fernandes de Oliveira Junior - <http://lattes.cnpq.br/3541527557611037>

Media practices, organizations and power.

Research into the relationships that are (de)constructed through narratives, in organizational environments and in their interrelationships with their surroundings, based on imagery, history and power relations. The role of organizational discourses in their discursive (i)materialities and (in)visibilities. The multidimensionality of organizational culture in its symbolic and material activation by Communication. Studies on public communication as spaces for the interlocution of ideas, dialog and affectation. Research into professional practices in the media and the socio-political processes that occur or arise from their relationship in the field of communication. Analyses of professional practices in print, electronic and digital media, their modes of professional practice, their expressions, media and discourses in journalism, advertising and publicity, cinema, audiovisual, public relations and organizational communication. It researches professional practice based on the theories and theorists who analyze it, encompassing historical, political, institutional, marketing and technological aspects when they affect the professional practices listed. It includes research that focuses on the ways in which the socio-political practices taking place in society are perceived and the ways in which these situational phenomena affect the professional areas and cultures themselves, altering their routines, modes of production and results.

Professors:

- Beatriz Correa Pires Dornelles - <http://lattes.cnpq.br/0459773286137839>
- Cleusa Maria Andrade Scroferneker - <http://lattes.cnpq.br/4838297393852726>
- Cristiane Mafacioli Carvalho - <http://lattes.cnpq.br/5911643565657962>
- Jacques Alkalai Wainberg - <http://lattes.cnpq.br/7853326207783649>
- Rosângela Florczak de Oliveira - <http://lattes.cnpq.br/8274373059561433>

Information on the areas of concentration, lines of research and accredited professors can



be obtained via the following link: <https://portal.pucrs.br/pesquisa/programas-de-pos/comunicacao-social/>

3. Eligibility

All holders of undergraduate degrees in Communication and Information or any other field, duly recognized by the Ministry of Education (MEC) or by the competent body of the country of origin, as well as undergraduate graduates, may take part in the Master's Degree Selection Process, provided that they can prove that they completed the course before enrolling in the Master's Degree. Likewise, all holders of undergraduate degrees in Communication and Information or any other field, duly recognized and recommended by MEC/CAPES or by the competent body of the country of origin, as well as Master's degree graduates, may take part in the Doctorate Selection Process, provided they can prove that they have completed the course before enrolling in the Doctorate.

4. Places for students

This selection aims to fill up to 25 (twenty-five) places at Master's level and up to 15 (fifteen) vacancies at Doctorate level. Of the 25 (twenty-five) places offered at Master's level, 1 (one) place will be offered to foreign candidates and 1 (one) place will be offered to self-declared black, brown or indigenous candidates. Likewise, in addition to the 15 (fifteen) places on offer at PhD level, 1 (one) place will be offered to foreign candidates and 1 (one) place will be offered to self-declared black, brown or indigenous candidates.

If there are no candidates who meet the selection requirements, the places allocated to these candidates may be filled by other non-foreign candidates and self-declared black, brown or indigenous candidates.

5. Registration

Registration will take place exclusively on the Internet, via the link: <https://webapp.pucrs.br/inscricao-stricto/#/login>, from 02/09/2024 to 25/11/2024.

After completing the online registration form, the candidate must pay the registration fee of R\$100,00.

6. Documents

When registering *online*, you must *upload* the documents specified below.

1. Identity card or, in the case of foreigners, passport or National Foreigner Registration (RNE);
2. Individual Taxpayer Registration (CPF) (for Brazilians only);
3. Lattes/CNPq model CV (<http://lattes.cnpq.br>). If foreign, *Curriculum Vitae*;

4. Bachelor's and/or Master's degree diploma (the latter only for PhD candidates who already have a Master's degree) or proof of completion of the Bachelor's or Master's degree by the date of enrollment;

Note: Candidates who only present the official declaration of completion of their Bachelor's or Master's degree, issued by their university of origin, if selected, will have to present a copy of their Bachelor's or Master's degree diploma at their first registration. If the candidate does not submit this documentation at registration, they will lose their place.

5. Copy of the academic transcript of the Bachelor's and/or Master's degree (the latter only for PhD candidates who already have a Master's degree);
6. Candidates with disabilities or special educational needs who require specific assistance or adapted material must attach a recent report (maximum 12 months) to the documentation, issued and signed by a specialist accredited by the Regional Council of Medicine (CRM). The document must specify the nature, type and degree of disability, as well as the conditions recommended for carrying out the assessment activities provided for in this Notice.
7. Master's dissertation proposal and doctoral thesis proposal drawn up according to the Master's and Doctoral [Project Model: https://portal.pucrs.br/wp-content/uploads/2024/08/famecos-ppg-Modelo-para-Master's-and-Doctoral-Project.pdf](https://portal.pucrs.br/wp-content/uploads/2024/08/famecos-ppg-Modelo-para-Master's-and-Doctoral-Project.pdf)
8. Proof of proficiency in a foreign language, with a choice of Spanish, English, German, Italian or French for Master's candidates. Doctoral students must provide proof of proficiency in a foreign language other than the one required for the Master's degree (they can also choose between Spanish, English, German, Italian or French). Candidates who do not have proof of proficiency may take the exam provided by the PUCRS School of Humanities, in accordance with the schedule of offers, until their qualifying exam.

7. The Selection Process

7.1 The Selection Committee

The selection committee will be made up of PPGCOM professors, chaired by a professor who is a member of the program's coordinating committee and a representative of the line of research chosen by the candidate.

2. Stages of the Selection Process

Selection for the Master's and Doctorate programs will consist of three (3) qualifying stages:

- Analysis of the candidate's documentation submitted at the time of registration;
- Pre-project analysis;
- Interviews with the evaluation panel will be held online via the Zoom platform. Candidates will be informed of the link and time by the program secretariat via the contact email address provided on the application form.

3. Selection Criteria



MASTER 'S

a) Analysis of the dissertation proposal, Lattes CV and interview

- Dissertation Proposal: clarity of topic and objectives, adequate bibliography and feasibility of the proposal within the given timeframe. Grade from 0.0 (zero) to 10.0 (ten).
- Lattes CV: academic and/or research experience, such as a scientific initiation grant. Grade 0.0 (zero) to 10.0 (ten).
- Interview: ability to defend the dissertation proposal and academic-scientific aptitude. Grade 0.0 (zero) to 10.0 (ten).

DOCTORATE

a) Analysis of the thesis proposal, Lattes CV and interview

- Score awarded to the Thesis proposal: grade achieved from 7.0 (seven) to 10.0 (ten).
- Lattes CV: academic experience and scientific production. Grade 0.0 (zero) to 10.0 (ten).
- Interview : defense of the thesis proposal and availability for research. Grade 0.0 (zero) to 10.0 (ten).

4. Final ranking

In the selection process for the **Master's** Degree, a weighted average will be made of the Dissertation proposal, with a weight of 5 (five), the Lattes CV, with a weight of 2 (two) and the interview, with a weight of 3 (three). Only candidates who receive a final grade between 7.0 (seven) and 10.0 (ten) will be classified.

In the selection process for the **Doctorate**, a weighted average will be made, in which the Thesis proposal will have a weight of 4 (four); the curriculum will have a weight of 4 (four) and the interview will have a weight of 2 (two). Only candidates who receive a final grade between 7.0 (seven) and 10.0 (ten) will be classified.

8. Results of the Selection Process

Places on the Master's and Doctorate courses will be filled up to the limit set by this Notice. Candidates approved for a position beyond the limit of vacancies established herein will be considered alternates, and may be called upon in the event of the withdrawal of other candidates with a better ranking than those above them.

The list of candidates classified for admission to the Master's and Doctorate courses will be published separately, in descending order based on their final arithmetic average.

Grades and individual evaluations can be accessed upon formal request by e-mail to the program secretary.

The list of selected candidates and the list of alternates will be published by December 18, 2024 on the Program's website: <https://portal.pucrs.br/pesquisa/programas-de-pos/comunicacao-social/>

Schedule:

Activity	Date
Publication of Notice 01/2025	02/09/2024
Registration period	02/09 to 25/11/2024
Homologation of applicants (Master's and Doctorate)	26/11
Interviews (Master's and Doctorate)	06/12 to 11/12
Publication of the results of the Selection Process	16/12/2024

9. General Provisions:

1. The candidate's registration implies acceptance of the rules for this Selection Process contained in this Notice.
2. The deadline for appealing the final result of the Graduate Program in Social Communication will be two (2) working days from the date of publication. Any appeal requests should be sent to famecos-pg@pucrs.br and will be analyzed and judged by the Program's Coordinating Committee.
3. The documents of not approved candidates and selected candidates who fail to enroll in the program will be deleted from the system after the enrollment period.
4. Any cases not covered by this Notice will be resolved by the Coordinating Committee of the Postgraduate Program in Social Communication PUCRS.

Additional information on these procedures will eventually be published on the website: <https://portal.pucrs.br/pesquisa/programas-de-pos/comunicacao-social/>

Porto Alegre, September 1, 2024.


Prof. Dr. Juremir Machado da Silva
Coordinator
Graduate Program in Social Communication