

# emma

European  
Media Management  
Association



## emma Doctoral Summer School 2020



The European Media Management Association - emma,  
Doctoral Summer School will take place at ISCTE-IUL,  
in Lisbon

**7 TO 10 JULY**

**emma**  
European  
Media Management  
Association

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# European Media Management Association Doctoral Summer School 2020

## Introduction

Four-day course in Lisbon involving scientific experts, practitioners, industry experts and invited keynote speakers

## Presentation

The emma 2020 Doctoral Summer School ([make a pre-registration right now](#)) will take place at ISCTE - University Institute of Lisbon from 7 to 10 July, 2020. For four days, up to 25 PhD students will be together for collaborative research development, networking, attend international conferences and masterclasses, and present and discuss their PhD work-in-progress.

## Credits and Requirements

This European Doctoral Summer School will give 6 ECTS credits to all participants. Students can easily transfer credits to other European universities using the ECTS system. Credits will be attributed formally to postgraduate students (Ph.D.). As one credit represents around 25 to 30 working hours, 6 credits will be attributed to those participating in the summer school, provided that they are evaluated through their work-in-progress presentations and discussion. In order to comply with the working hours requested, students are required to do ahead of time the public presentation about their research / expertise. Students may also require attendance certificates.

## Thematic areas

Media management. New Media. Media Economics. Business Innovation. Entrepreneurship.

## Candidates' Profile:

Ph.D. students and researchers. Professionals and administrators with recognized experience in the media and media management can also apply, but their acceptance is dependent on a previous curricula evaluation. Masters students that intent to finish their dissertations by the end of 2020 can also apply, but their acceptance is dependent on a previous dissertation draft evaluation.

## Programme

Tuesday, July 7th, 2020

14.30-15.30 - Welcome

15.30-17.00 – Opening Session

Opening conference: “Media in 2020: challenges, trends and overview”, hosted by Gustavo Cardoso, full professor, headmaster of the Communication Sciences department at ISCTE-IUL, presentations + roundtable with guests from the management of major and innovative Portuguese media (names TBC closer to the event).

17.00-17.30 - Coffee break

17.30-18.30 - Methodology session: “PhD research: how to organize a winning paper”

19.30-21.00 – Social event

Wednesday, July 8th, 2020

10.00-11.30 – Theoretical session: “The Economic Challenges of Media”

11.30-12.00 - Coffee break

12.00-13.00 – Students PhD work presentations 1

13.00-14.30 – Lunch

14.30-16.00 - Methodology session: “PhD Research: methodologies do’s and don’ts”, by Joana Azevedo, director of the MSc in Communication, Culture and Information Technology at ISCTE-IUL

16.00-16.30 - Coffee break

16.30-18.00 – Students PhD work presentations 2

Thursday, July 9th, 2020

10.00-11.30 – Theoretical session: “The keys for innovation and entrepreneurship in Media”

11.30-12.00 - Coffee break

12.00-13.00 – Students PhD work presentations 3

13.00-14.30 – Lunch

14.30-16.00 - Methodology session: “Mapping the internet and social media: research methods and digital tools”, by or Tiago Lapa, director of the MSc in Internet Studies at ISCTE-IUL

16.00-16.30 - Coffee break

16.30-18.00 – Students PhD work presentations 4

20.00 – 24.00 - Celebration dinner & party

Friday, July 10th, 2020

10.00-11.31 – Theoretical session: “Platforms and Algorithms: Challenges for the media”

11.30-12.00 - Coffee break

12.00-13.00 – Students PhD “collaborative research development” meeting

13.00-14.00 – Closing session and certificates delivery

14.00-15.00 – Informal Lunch

### **Coordination**

Gustavo Cardoso

Miguel Crespo

Ana Pinto-Martinho

Rita Sepúlveda

### **Team**

- Mikko Grönlund, Research Manager at Brahea Centre for Training and Development, University of Turku, Finland.
- James Breiner, visiting professor of communication at the University of Navarra, Pamplona, Spain.
- Gustavo Cardoso, full professor, headmaster of the Communication Sciences department at ISCTE-IUL, director of OberCom (the Portuguese Media and Communications Observatory)
- Joana Azevedo, director of the MSc in Communication, Culture and Information Technology at ISCTE-IUL
- Tiago Lapa, director of the MSc in Internet Studies at ISCTE-IUL.
- More to be announced soon

## General Information

**ECTS:** 6

**Event Dates** 7 to 10 July, 2020

**TimeTable** 25 hours

**Value** EUR 249 (includes social event, coffee breaks, celebration dinner) **Early Birds** (full registration before March 31<sup>st</sup>, 2020) will obtain a reduction of EUR 50.

A deposit of EUR 50 is requested on application, which is only refunded in case of non-acceptance.

### The program fee includes:

- tuition
- use of the library, PC labs and additional ISCTE-IUL service facilities
- welcome social events
- Lunch on Wednesday and Thursday
- Coffee Breaks
- Celebration dinner and party

### Place

ISCTE-IUL | Lisbon ISCTE - Lisbon University Institute provides its faculty, staff and students with all the resources needed to develop an attractive working environment. Facilities include more than 50 classrooms, several auditoriums (with between 100 and 500 seats), well equipped computing rooms for training (wi-fi is also available throughout the campus), classes and individual work and research, one of the largest university libraries in Portugal, more than 6 restaurants and bars, and plenty of space for leisure activities. The Students' Association is very active in developing cultural, leisure and sport activities for the student community.

### Accommodation

University Residence Professor José Pinto Peixoto, ISCTE-IUL meets some of the accommodation needs of its visiting students and teachers. It is very small and we cannot guarantee accommodation. For further information contact the residence directly.

We will provide a list of some places where you can try to book and will deliver it to all applicants.

## What about ISCTE-IUL and Lisbon?

The emma 2020 Doctoral Summer School will be held at ISCTE-IUL, a public university established in 1972. Pursuing teaching, research and community service activities, it plays a major role in educating qualified specialists and personnel, whose cultural, scientific and technical skills enable them to contribute to sustainable development both at the national and the global level. The strategic objectives of ISCTE-IUL are: innovation, quality, internationalization and development of an entrepreneurial culture.

With approximately 9000 students enrolled in undergraduate (46%) and postgraduate (54%) programs, 450 teachers and 220 non-teaching staff, ISCTE-IUL is proud to be one of the most dynamic and innovative universities in Portugal. ISCTE-IUL is a research university, with eight units performing high-quality research, recognized in periodical assessments by the Foundation for Science and Technology. Facing high demand, the student vacancies at the ISCTE-IUL have always been fully occupied. You can discover more on ISCTE-IUL [HERE](#).

The university is **located at a central and easy access location in Lisbon** (subway, buses, etc.), many hotels, hostels and airbnb's nearby, and lots of places to eat (in and outside the university).

**Lisbon Airport** is inside the city (less than 10 minutes from the university campus), we have direct flights from most of the European capitals and many other cities, and lots of low-cost flights.

Also, **Lisbon is still cheaper** than most of the Western and Northern European cities.

And we have sun, hot weather and nice beaches just outside Lisbon to all the students that might want to relax for a few days after the emma Doctoral School.

## Number of Places

25 (maximum)

## Important Requisites:

Please note that a good command of English is a mandatory requirement, but all sessions will be Portuguese and Spanish friendly (if you have any question regarding your English proficiency please contact Miguel.crespo@iscte-iul.pt).

If you need a Visa we strongly recommend to apply during the first phase (until March 31<sup>st</sup> 2020).

## Registration Calendar

**Early Birds (199,00€ Fee)** - 1st phase | until 31 March 2020 | Notification of acceptance on 10 April 2020

**Regular Registration (249,00€ Fee)** 2nd phase | 1 April 2020 - 30 June 2020 | Notification of acceptance until 2 July 2020

In order to apply you can [make a pre-registration right now](#). When asked to proceed to the full registration, you will need to attach a scanned copy of your ID (EU citizens) or Passport, a digital photo (passport format), your Diploma(s), Curriculum Vitae (optional).

Your application will only be considered after the deposit payment that should be done by bank transfer to

IPPS-IUL – Instituto para as Políticas Públicas e Sociais

NIB: 0036 0000 99105886113 55

IBAN: PT50 0036 0000 9910 5886 1135 5

BicSwift: MPIOPTPL

Name: IPPS-IUL – Instituto para as Políticas Públicas e Sociais

Address – Rua Castilho – 5<sup>o</sup> piso 1250-066

**Payment by Paypal:** upon request by email to geral.ipps@iscte-iul.pt. Each transaction increases 2.9% to the payment value.

For help during your application process please contact geral.ipps@iscte-iul.pt.

## **Contacts**

IPPS-IUL – Instituto para as Políticas Públicas e Sociais

Av. das Forças Armadas, Building I, office 2SE03, 1649-026 Lisboa

Hours: Monday to Friday, from 10:00 to 13:00 and 14:30 to 18:00

Email – [geral.ipps@iscte-iul.pt](mailto:geral.ipps@iscte-iul.pt).

Website: emma – European Media Management Association <https://www.media-management.eu/>

## **Partnerships**

CIES-IUL, IPPS, ISCTE, emma