MASTER'S TECHNICAL INFORMATION SHEET

Master's Program	Language, Communication and Culture
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General Overview

The Master's Program in "Language, Communication and Culture" is an interdisciplinary program combining language sciences, communication studies, and cultural studies. It aims to train graduates capable of analyzing linguistic, communicative, and cultural phenomena while developing strong academic, professional, research, and intercultural competencies.

Rationale

- Respond to contemporary transformations in language use and communication practices.
- Integrate language sciences, communication studies, and cultural studies within a coherent interdisciplinary framework.
- Address the need for specialized training with strong employability potential.
- Strengthen students' analytical, critical, and methodological competencies.
- Contribute to the university's academic and cultural development strategy.
- Prepare graduates for academic and scientific requirements.
- Enhance employability and professional competencies.
- Promote linguistic and cultural diversity.
- Respond to the growing demand from students for interdisciplinary and professionally oriented postgraduate education.

Objectives

- Develop a solid command of major theories of language, communication, and culture.
- Train specialists capable of analyzing discourse, media, and cultural practices.
- Strengthen competencies in scientific research and academic methodology.
- Develop professional and intercultural communication skills.
- Prepare students for professional integration and further doctoral studies.

Targeted Competencies

- Linguistic, communicative, and cultural analysis.
- Mastery of research methodologies and academic inquiry.
- Effective written and oral communication.
- Project management and collaborative work.
- Use of digital tools applied to the humanities and social sciences.

Target Students

Holders of a Bachelor's degree in English Studies: (Linguistics or Literature), or an equivalent degree.

Career Opportunities

- Higher education and research
- Institutional and digital communication
- Media and journalism
- NGOs and international organizations
- Cultural and creative industries
- Translation and cultural mediation
- Marketing and public relations
- Communication officer
- Intercultural communication specialist

- Media and content analyst
- Project coordinator in cultural and educational institutions
- Researcher or doctoral candidate
- Translation and cultural mediation practitioner
- Interpreting careers
- Communication consultant in NGOs, public institutions, and private organizations
- Digital communication and content development specialist
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Added Value

- An interdisciplinary approach combining language, communication, and culture.
- A balanced integration of theory, practice, and research.
- A strong intercultural and international dimension.
- Integration of digital humanities and artificial intelligence.
- Strong employability orientation.

Alignment with National Priorities

The Master's Program is aligned with current national priorities in higher education reform, including the PACTE ESRI 2030, the national digitalization strategy, policies supporting scientific research, and initiatives promoting linguistic and cultural diversity.