

Ph.D. IN MEDIA RESEARCH

Research proposal

The admission application must include a research proposal framed in the lines of research of the Department of Communication and, preferably, linked to the work of any of its [research groups](#).

This proposal should not exceed 2,000 words. It is recommended that it be accompanied by the endorsement of a researcher from the Department.

Develop your research proposal and consider the ideal profile of the person who could direct it

- o Carefully consider the topic of your research project and begin to develop a proposal to present to potential academic supervisors.
- o Your initial proposal will likely evolve. However it is important to clearly explain your ideas about the research you intend to do, rather than presenting a generic or vague proposal.
- o The proposal should actively try to show why your research is worthy of attention and how it aligns with the work of the type of supervisor who would direct it.

Guidelines on how to write a strong research proposal

What is a research proposal?

A research proposal should present your idea or question and the expected results with clarity and definition: what.

You must also argue why your question is important and what value it will bring to your discipline: why.

Why is it important?

Research proposals are important, among other reasons, because they formally describe the research to be carried out. This means that you have to give details about how you are going to carry out your investigation, including:

- o approach and methodology;
- o timing and feasibility;
- o all other considerations necessary to advance your investigation, as well as resources.

Think of the proposal as a tool that will help clarify your ideas and make it easier to carry out your research in a timely manner.

What extension should it have?

Usually no more than 2,000 words.

Presenting your idea clearly and concisely demonstrates that you can write this way, an attribute of every doctoral candidate that is highly valued during the evaluation of applications.

What should it include?

- Title of the project

The title must clearly indicate what the proposed research is about.

- Research Director

If someone has agreed to supervise your future work, indicate the name. It is desirable that, if possible, this person work with you to refine your research proposal before submitting it with your application.

- Goals and objectives

What do you intend to achieve with your research? What is the purpose? This section should refer to the reason you are requesting an investigation. Are you addressing a gap in current research? Want to take a closer look at a theory and put it to the test? Is there something you want to prove or disprove? To help clarify this, think about what the potential outcome of your research would be if it is successful: that is your goal. Make sure it is a concrete statement.

Your objectives will be your broken down goal, that is, the steps to achieve the intended result. They are the smallest test points that will support the purpose of your investigation. Be logical in the order you present them so that each one succeeds the previous one, i.e. if you need to achieve 'a' before 'b' and before 'c', then make sure you order your goals a, b, c.

- Synopsis

This is a concise summary of what your research is about. Describe the key aspects of what you are going to investigate, as well as the expected results. It briefly covers the what, why, and how of your research.

A good way to gauge whether you've written a strong synopsis is to have someone read it without reading the rest of your research proposal. Would they know what your project is about?

- Background

Once the question has been clarified, it is time to explain why. Here you must demonstrate that you are aware of the current state of research in your area of interest.

Providing context around your research topic through a literature review will show reviewers that you understand the current debate around your research and what is being published.

Demonstrate that you are well versed in the key issues, significant studies, and notable researchers in your area of research and how they have contributed to the current landscape.

- Expected contribution of the research

In this section, you should note the following:

- o Why is your research question or hypothesis worth asking?
- o What is lacking in current research?
- o What impact will your research have on the discipline?

- o Will it expand an area of knowledge, apply it to new contexts, solve a problem, test a theory, or challenge an existing one?
- o Explain why your research is important, arguing to convince whoever reads your project.
- o What will be the result of your contribution to the research?
- o Demonstrate both your current level of knowledge and how pursuing your question or hypothesis will create new understanding and generate new information.
- o Demonstrate that your research is innovative and original.

Establish links between your research and the UC3M Department of Communication, and explain the ideal profile of the person who could be your director, and what type of research has been carried out (that person and/or the group to which he or she belongs) to reinforce and support their own work. Cite these reasons.

- Proposed methodology

Present a summary of the methodology and techniques you will use to carry out your research. Indicate what materials and equipment you will use, what theoretical frameworks you will rely on, and how you will collect the data.

Highlight why you have chosen this particular methodology, but also why others may not be as suitable. You must show that you have given thought to your approach and why it is the most appropriate way to conduct your research.

You should also highlight any potential constraints you anticipate, feasibility within time and other constraints, ethical considerations and how you will address them, and overall resources.

- Workplan

A work plan is a fundamental component of the research proposal, since it indicates the feasibility of carrying it out within the foreseen period (3 years full-time), and helps you achieve your objectives throughout your degree.

Consider the milestones you intend to reach at each stage of your research. It may be helpful to give the first year in detail and subsequent years in broader terms. Ultimately, you have to show that your research can be original and complete, and that you understand the time it takes to complete it.

- Resources

Please provide details of the resources you will need to carry out your research project. Consider equipment, fieldwork expenses, travel, and a budget proposal, to indicate how realistic your project is in terms of financial needs and whether any adjustments need to be made.

Remember that admissions with part-time dedication will be exceptional and that they must be accompanied, where appropriate, by a statement from the employer confirming that the necessary time will be allowed to carry out the doctoral studies.

- Bibliography

Please provide a list of the references you have made throughout your research proposal.