

Master in Digital Journalism



“Immersion in the world of digital, innovative and entrepreneurial journalism with hands-on experience in reporting and editing; focusing on the new relationships between journalism, business and new media...”

Faculty Profile

Faculty



Adams, Richard

Richard is a freelance audio-visual content producer with twelve years experience working in the U.K. and Spain.

He began his media career working for three years as a technical assistant for the Oscar winning special-effects company The Mill, in London's West End. After a four year sabbatical, in which he gained a BSc in Physics from the University of Southampton, in southern England, Richard moved into documentary editing. First as an assistant and later as an online-editor and colorist Richard worked for Pink House Post Production and Films@59, in Bristol, England. During this five year period he worked on a range of factual and natural-history projects for clients such as the BBC, Discovery Channel and National Geographic.

In 2007 Richard relocated to Madrid, where he worked for four years as IE's in-house audio-visual content producer. In this position he produced marketing, communication and pedagogical content, as well as developing the in-house team's capabilities and workflows.

Richard has shot, directed and edited several short films, and continues to develop his own documentary projects.

Altman, Daniel

PhD in Economics, Harvard University (US).

Besides from being receiving a number of teaching awards at Harvard, Daniel has been an economics columnist for The Economist, The New York Times and the International Herald Tribune and is the author of three books: Power in Numbers: UNITAIID, Innovative Financing, and the Quest for Massive Good (with Philippe Douste-Blazy), the award-winning Neoconomy: George W. Bush's Revolutionary Gamble With America's Future, and Connected: 24 Hours in the Global Economy, which has been translated into seven languages. He recently completed a book on the future of the global economy that will be published in January 2011. Altman has also published articles in academic journals including the American Economic Review. Between stints as a columnist, he served as an economic advisor in the British government. He is also president of North Yard Economics, a not-for-profit consulting firm offering high-quality, cost-effective analysis to developing countries.

Bermejo, Fernando

PhD in Communication (2003), Universidad Autónoma de Barcelona (ES); MA in Communication (1997), Annenberg School for Communication, University of Pennsylvania (US); Licenciatura in Communication-Journalism (1993), Universidad Pontificia de Salamanca (ES).
Professor in Communication.

Fernando Bermejo is a member of the Department of Communication Sciences at Universidad Rey Juan Carlos and a Faculty Associate at the Berkman Center for Internet & Society, Harvard University, where he was a Faculty Fellow in residence during the academic year 2009-10. His areas of interest are audience research and measurement, communication theory, the political economy of new media, and the different forms of online advertising. He is the author of "The Internet Audience: Constitution and Measurement" (Peter Lang, 2007) and editor of "On Communicating: Otherness, Meaning, and Information" (Routledge, 2010). He is a member of the editorial board of the journal Communication Theory (Wiley-Blackwell). He brings to his academic work experience in applied research for media and technology companies as research analyst at CDNOW Inc and as senior analyst at the Internet Research Group.

Cifuentes, Pedro

Academic Director, Master in Digital Journalism

M.A. in Journalism, Universidad Autónoma (ES), LL.B., Universidad Nacional de Educación a Distancia (ES), B.Sc. in Political Sciences, Universidad Complutense (ES). Pedro Cifuentes (Madrid, 1973) is graduate in Political Science (Complutense University, Madrid, 1996) and Law (UNED, 1998), and Master in Journalism (El País / UAM (1999). After joining the political section in the newspaper El País, he worked five years as editor of Encarta Online, together with acting as editorial

deputy manager of the digital encyclopedia in its Spanish and Latin American version (Microsoft). Regular contributor for several Spanish and Latin American media, he has also translated into Spanish various books by Malcolm Gladwell, Anthony Giddens or Isaiah Berlin. He manages content projects in Internet for both sides of the Atlantic and is Communication Manager in AEMS-Ríos con Vida (AEMS-Save the Rivers), awarded with the National Environmental Prize in Spain. Cifuentes teaches Digital Literacy and Multimedia Journalism in IE School of Communication, both in Spanish and English, and has participated as lecturer in masters and in company seminars inside the Instituto de Empresa. He delivers courses in San Andrés University's School of Communication (Buenos Aires).

Crespo, Oscar

Bachelor's Degree (Universidad Complutense de Madrid, ES.). M.A. in Newspaper Design & Infographics at Newcastle College School of Arts (GB). Since his graduation developing a career which is also combining design and journalism and led him to collaborate with companies such as Fnac, Foxfilms or PSA Peugeot-Citroen and media as 20 Minutes, TVE or Gyl España Ediciones. Professional practice has not prevented simultaneous studies in Philosophy and Anthropology and he is currently investigating the impact of information and communication technologies in the construction and reception of messages as part of his Ph.D. in Information Structures and Technologies. He teaches digital journalism at the Master of Journalism and Fashion (Universidad Nacional de Educación a Distancia) and is Professor in Design and Information Technology at IE School of Communication since 2006.

Dans, Enrique

PhD in Management, specializing in Information Systems, Anderson School, UCLA, USA

MBA, Instituto de Empresa

BSc, Universidad de Santiago de Compostela

Post-doctoral studies, Harvard Business School, USA

Professor of Information Technologies and Systems, Instituto de Empresa, 1990 to present

International Management Fellowship Program Instructor at the John E. Anderson Graduate School of Management, UCLA, USA, 1997 to 2000

Enrique Dans is not afraid to admit he likes to try out every new technological gizmo that comes on to the market. But while this is partly driven by his appetite for gadgets, it also relates of Prof Dans' approach to the study of technology and business, in which it is what exists around him that sparks ideas and theories. "My environment sparks my research, so I want to feel the way the new technology impacts me first," he says. "And I try to keep my research in close contact with reality. I hate ivory towers."

Prof Dans is also among those who see blogging as a new and important forum through which to air and exchange academic ideas. He is also an avid consumer of information and keeps up with the latest developments in information systems via dozens of online newspapers and journals.

However, this approach comes as no surprise, since the interests pursued by Prof Dans include the new economy, the effects of technology on consumer behavior and the consequences of new technological developments for business in general. His ideas and research on these areas have been published in international magazines and Prof Dans' articles about new technologies and their application to the business world appear regularly in the general and financial press - and, of course, on his website. "There's a lot to talk about these days," he says.

Dirks, Jeff

Jeff Dirks does business development for the technology and publishing industries, combining an understanding of content gained as a newspaper editor and reference publisher with the technology learned through 16 years at Microsoft.

His time as reporter, editor, and general manager of three newspapers in the northwestern United States taught him the full spectrum of news gathering and

dissemination in the pre-Internet era. He joined the Microsoft Encarta editorial team in 1994, where he forged relationships with information providers ranging from the BBC to the World Bank and learned first-hand how the information commonly available on the Internet is developed. Dirks became the manager for all content and localization of Encarta in 2004, directing editorial teams in eight countries and overseeing a content development budget of US\$15 million. In 2007 Dirks moved to the Education team in Microsoft where he was director of business development working with the education publishing industry. He left Microsoft in 2010 to work as a freelance consultant pairing content providers and technology companies.

Doyle, Vincent

Academic Director, Master in Visual Media Communication.

Ph.D. in Communication, University of Massachusetts-Amherst (US), M.A. in Communication, McGill University (CA).

Vincent Doyle is a Fellow of the Sexuality Research Fellowship Program of the US Social Science Research Council and has received two top paper awards from the International Communication Association. A book based on his dissertation—about the media activism of the U.S.-based Gay and Lesbian Alliance Against Defamation—is under contract with New York University Press (expected 2011). His research and teaching interests include Critical Communication and Cultural Studies, Social Movements and Media, LGBT Media Studies, the Ethnography of Cultural Production and Globalization and Culture.

Esteban, Chiqui

Bachelor's Degree in Audiovisual Communication by the University of Navarra. Chiqui Esteban is News Narratives Director at lainformacion.com as well as editor of the blog Infographics News (<http://infographicsnews.blogspot.com>). He is also infographics consultant at Innovation Media Consulting, where he has worked training teams, developing print and iPad concepts for clients such as Eleftheros Typos (SND World Best Designed 2008), i (SND Best Designed 2011), Paris Match or International Herald Tribune.

Mr. Esteban has received more than 30 international infographics awards and has been speaker in different summits in Paris (WAN-IFRA sports journalism summit), Oxford (Tablets Innovation conferences), Stockholm (CAP&Design), Pamplona (Malofej International Infographics Summit) or Caracas (Information Design Summit), among others.

Previous work experience includes La Voz de Galicia, Diario de Cádiz and Público.

García Aller, Marta

M.A. in Contemporary European Studies: Politics, Policy and Society, University of Bath (GB), B.A. in Social Sciences and Journalism, Universidad Carlos III de Madrid (ES).

Marta García Aller is a journalist currently working at Actualidad Económica, the economic magazine of Unidad Editorial. She has also worked at the European Commission in the Information Society and Media DG in Brussels and the Agencia EFE in Madrid and Prague. She has a Master of Arts in Contemporary European Studies: Politics, Policy and Society from the University of Bath (GB) with a thesis in Pan-European media and two Bachelor of Arts (in Social Sciences and in Journalism) from the University Carlos III de Madrid. She has carried out research on mass society processes and published articles on mass media issues. She received the International Journalism Award Jóvenes Talentos in 2003 from the Spanish newspaper ABC and was awarded second place in the Premio Joven y Brillante 2010 of Economic Journalism. She has also published two books: La Generación Precaria (Espejo de tinta, 2006) and Siga a ese taxi (Plataforma, 2010).

Gil de Zúñiga, Homero

Homero Gil de Zúñiga is assistant professor at University of Texas - Austin, where he heads the CJCR: Community, Journalism and Communication Research, within the School of Journalism. He's been participant of the National Communication Association's Doctoral Honors Seminar (2005) and the Summer Doctoral Program

in the Oxford Internet Institute at the University of Oxford (2006). In 2010 he was appointed Nieman Journalism Lab Research Fellow at Harvard University. His research focuses on all forms of new technologies and digital media and their effects on society. In particular, he investigates the influence of Internet use in people's daily lives as well as the effect of such use on the overall democratic process.

He has published over 20 articles in a diverse number of peer-reviewed journals illustrating his research framework including Journal of Information Technology & Politics, Communication Research, International Journal of Public Opinion Research, New Media & Society, Journal of Computer Mediated Communication, Mass Communication & Society, Computers in Human Behavior, Human Communication Research or Journalism & Mass Communication Quarterly among others.

Prof. Gil de Zúñiga has received a number of grants and awards totaling over US\$70,000 and has presented his work at professional associations and Universities around the globe (i.e., USA, Spain, Canada, Mexico, Malaysia, Cuba, United Kingdom, Germany or Colombia).

González-Cuesta, Begoña

Ph.D. in Literature, Universidad de Navarra (ES), B.A. in Literature, Universidad de Navarra (ES).

Since 2000 she has been working at IE University where she is currently Dean of IE School of Communication. Her research and teaching interests are centered on communication studies, especially on film and audiovisual language and narrative, focusing on the aesthetic, cultural, anthropological and ethical dimensions of contemporary screen works.

Her current research focuses on images as ways to construct thought in non fiction films, art films and new audiovisual proposals. She believes in the need of studying the new ways of audiovisual language that generate thoughts about the complexity of reality, about margins, analyzing its conflicts through images and sounds. She has published several books and articles and has directed some interdisciplinary research projects and some dissertations researches of Ph.D. students. She has received some fellowships for her doctoral studies and to study abroad: Columbia University (US), Fordham University (US).

Illia, Laura

Academic Director, Master in Corporate Communication.

Ph.D. in Communication, University of Lugano (CH), Executive M.A. in Communication Management, University of Lugano (CH), M.A. in Corporate Communication, University of Lugano (CH)

Professor Laura Illia's current research focuses on how issues of organizational identity, social responsibility, and branding are involved in organizational management and change. Prior to joining IE, she conducted research at the Judge Business School (University of Cambridge) and London School of Economics, where she guest lecturers since 2006. She holds a Ph.D. in Communication from the University of Lugano (CH) and is a member of the editorial board of Corporate Reputation Review (Palgrave) and Corporate Communication: an international journal (Emerald).

Her works are published in several journals like Journal of Business Research, Journal of Applied Behavioral Science, Corporate Reputation Review, Corporate Communication: an international journal and others. She recently published the book "Changing organizational identity: Understanding difficulty to change and member's concerns" edited by VDM Verlag Dr. Müller, Saarbrücken. Her research work on Cyberactivism won the 2002 European Public Relations Education and Research Association (EUPRERA) "Jos Willems Award", for the best European research work in public relations. She also won the Best Reviewer Award in the MOC Division of the Academy of Management Conference from 2006 to 2010, and best reviewer award 2010 from Corporate Communication: an international journal.

de Isasa, José

M.A. in Marketing, IE Business School (ES), BBA, Universidad Carlos III de Madrid (ES). Professor José de Isasa has been responsible for leading brands such as Cacharel

and Biotherm (Luxury products), and Fortuna (FMCG), although it's with Media companies where he has developed most of his professional career. He started in 1998 in Walt Disney Television, where he was part of the team that launched Disney Channel, Toon Disney and Playhouse Disney in Spain and Portugal. Between 2005 and 2007 he worked as Brand Manager at Sony Pictures Television International, focusing on AXN Spain and Portugal, participating in the DTT launch of the first worldwide Sony free TV Channel: Sony Entertainment Television. Since 2007, he has worked as Editorial Marketing Manager for EL PAÍS, leading general information newspaper in Spain. Being passionate about new technologies, he centered his job in building and reinforcing EL PAÍS brand in all its channels, during a significant period for the newspaper and the whole media sector. Currently he works at the Communication Department of PRISA.

Larsen, Mikkel

B.A. in Journalism from Roskilde University in Denmark. M.A. in Contemporary History and International Relations from the Complutense University in Madrid. Mikkel Larsen currently works as Communications Officer in the Danish Embassy in Madrid, where he is in charge of coordinating the embassy's public diplomacy effort. Before that he worked for more than six years as a correspondent in Spain for the Danish daily newspaper Kristeligt Dagblad, covering also Portugal and Morocco. At the same time, he worked as a stringer for the Danish public radio and TV-station DR and as a freelancer for a wide range of other European media. He has formed part of the academic staff of the IE School of Communication-IE University as associate professor in Freedom of Speech and Newsgathering since 2008 and he is professor in Media Relations and Media Training and Press Offices and Public Relations.

Martínez-Bavière, Javier

Javier Martínez Bavière is a partner at Pedro Alemán Abogados, a firm specializing in copyright and entertainment law. Javier Martínez regularly advises prestigious museums, leading Internet companies, TV and cinema producers, music companies, fashion designers, artists and authors, in all kinds of contractual and litigation matters. He has wide experience in defamation and libel litigation, and is involved in significant cases concerning privacy in the Internet.

Javier Martínez holds an LLM from Northwestern University and IE, and a Certificate in Business Administration from IE. He obtained his Law degree (LL.B) at the Universidad Autónoma de Madrid and also studied at the Université de Paris I-Panthéon-Sorbonne.

Javier Martínez teaches copyright and IP law at IE, and cooperates with the LLM in Copyright Law from the Universidad Autónoma de Madrid since 2008.

Minder, Raphael

Since April 2010, Raphael Minder has been based in Madrid as the Spain and Portugal correspondent for the International Herald Tribune, the global edition of the New York Times. Over the past year, he has written extensively for the IHT and its parent company, the NYT, on the impact on Spain and Portugal of the worldwide financial crisis, as well as resulting political changes. He has also covered social issues, like domestic violence in Spain, as well as writing about sports and culture, including the rivalry between Real Madrid and FC Barcelona and efforts to complete Gaudi's Sagrada Família. Born in 1971 in Geneva, Raphael has been a full-time journalist since 1993, when he started working in his native Switzerland for Bloomberg News. He has also spent 10 years as a staff correspondent for the Financial Times, working in Paris, Brussels, Sydney and finally Hong Kong as the FT's Asia regional correspondent. Among major international developments, Raphael reported on the trade negotiations that led to the creation of the World Trade Organization, the launch of the euro and the European Union's enlargement to include East European countries. Raphael holds a Bachelor's degree from Oxford University, where he studied politics, philosophy and economics. He also has a Master's degree from the journalism school of Columbia University in New York. Raphael has always worked in English, but also speaks French, German and Spanish.

Shymko, Yuliya

PhD candidate in Strategy, IE Business School, Spain, 2011. MBA, Cyprus International Institute of Management, Nicosia, Cyprus. 2005. BA and MA of Economics, Faculty of International Economic Relations, Belarusian State Economic University, 2000

Yuliya Shymko holds a helpful mix of academic and professional backgrounds. Trained as an economist with the specialization in international trade, she dedicated the considerable part of her consulting career to the research of consumer behaviour, branding and market trends. Her ample experience as a marketing strategy consultant included extensive work on brand equity, consumerism and customer segmentation for several multinational companies. One of her current research topics focuses on the phenomenon of "green washing" and the mechanisms by which companies seek to derive strategic benefits from commercial manipulation of social concerns and anxieties. Her areas of research are business ethics, democracy in organizations, cultural industries and globalization and corporate governance.

Thurman, Neil

Neil has worked professionally with interactive media since the early 1990's. His experience ranges across technologies—from interactive video discs, through CD-Roms and the Web, to mobile 'apps'—and clients, from The British Library to Getty Images.

His professional career began at a pioneering independent publisher of educational multimedia software and included spells at one of the world's largest information companies, the Thomson Corporation, and one of the UK's main commercial broadcasters, Granada Plc.

Neil was appointed as City University London's first lecturer in Electronic Publishing in 1997 and directed their successful Master's in Electronic Publishing until 2004. He continues to teach on that program as well as leading a new Erasmus Mundus Master's in Journalism and Media within Globalization.

His research focuses on the changes taking place in news production and consumption as a result of the internet. It has been covered by media outlets including The Wall Street Journal, The Guardian, and Le Figaro; and been honored four times by the International Symposium on Online Journalism in Austin, Texas, where he won 'best paper' in 2006, 2007, 2008 and 2009.

Neil is a referee for a range of international academic journals, publishers, and research boards; is an external examiner for bachelor and post-graduate degree programs in journalism; and has lectured students and journalists in China, Ukraine, Germany, and the US.

Wojcieszak, Magdalena

Academic Director, Master in Political Communication

Ph.D. in Communication, Annenberg School for Communication/University of Pennsylvania (US), MA Summa Cum Laude in Sociology, Uniwersytet Warszawski (PL), European Union fellowship in Urbino (IT).

Her research focuses on political communication, and – in particular – on deliberation, disagreement, attitude polarization, political participation, public opinion perception, and computer-mediated communication. Her work has been supported by grants from the Spanish Ministry of Science and Innovation and from Junta de Castilla y León and published in a number of peer-reviewed journals, including Communication Research, Journal of Communication, Public Opinion Quarterly, New Media & Society, among others. Dr. Wojcieszak has also received several awards for research and teaching and has been included in the 2010 special edition of Who is Who in America. She has also served on the Editorial Board of Journal of Communication, International Journal of Public Opinion, and "EastBound" as well as a reviewer for various journals.

To step beyond the academic ivory tower, Dr. Wojcieszak has worked in the media and as a media planner/buyer. Now she applies her knowledge to attenuating sociopolitical conflicts and is part of international projects assessing media and public opinion in conflict zones.

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