

TEMPLATE FOR ADVERTISING RESEARCH POSTS

based on indications given by par. 4.4.1 of the
"Report of the Working Group of the Steering Group of Human Resources Management under the
European Research Area on Open, Transparent and Merit-based Recruitment of Researchers"

Recruiting Department/Research Unit: Department of Political Sciences, Communication and International Relations

Title: Artificial Intelligence and Media Literacy for the development of new skills

Offer description:

This project aims to investigate the role of Artificial Intelligence in advancing media literacy skills applied to the communication and promotion of creative industries. Using the Marche hat district as a pilot case, the research will examine how AI tools (fact-checking, semantic analysis, generative storytelling) can support students and enterprises in tackling disinformation, promoting responsible consumption, and building effective digital strategies for international markets. The project will deliver training toolkits, micro-learning formats, and multimedia communication prototypes to integrate AI and media literacy into academic and managerial pathways. The fellowship fosters an interdisciplinary and sustainable approach linking universities, businesses, and local territories.

Researcher career profile:

- *R1 First Stage Researcher (up to the completion of PhD)*

For further details <https://euraxess.ec.europa.eu/europe/career-development/training-researchers/research-profiles-descriptors>

Location: Macerata, Italy

Type of contract:

- *temporary*

Job status

- *full time*

Expected start date and duration of the contract: 12 (twelve) months. The exact start date will be provided after the selection process.

Annual gross salary: 19.367,00 €

Selection criteria: Master degree in Economics or Communication Science

Preferential selection criteria:

1. Admission to and attendance of and/or attainment of a PhD degree in relation to a research project relevant to the subject of the scholarship
2. Scientific publications consistent with the topics of the call for applications
3. Participation in applied research projects consistent with the topics of the call for applications

4. University and extra-university training activities beneficial to the research described in the call for applications

Application deadline: 12/11/2025 1 p.m.

Full details are available at: <https://www.unimc.it/it/ateneo/bandi-e-concorsi/finanziamenti-ricerca/bandi-assegni-ricerca>

Enquiries can be made to Ufficio Ricerca Scientifica e Dottorato – ufficio.ricerca@unimc.it

DISCLAIMERS

- The University of Macerata has adopted an OTM-R (Open, Transparent and merit-based Recruitment) policy within the framework of its Human Resources Strategy for Researchers; see <https://www.unimc.it/it/ricerca/hrs4r/la-policy-otm-r-open-transparent-and-merit-based-recruitment-of-researchers>
- The University of Macerata pursues an equal opportunities and diversity policy as well. Among facilities, a kindergarten is available for university's employees. Specific facilities and services are also dedicated to employees with disabilities (transportation services, specific technologies for studying).