

Màster's Dissertation

Code: 44116
ECTS Credits: 12

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OB	0	2

Contact

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Teachers

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Lluís Reales Guisado

Use of Languages

Principal working language: spanish (spa)

Prerequisites

There is no requirement.

Objectives and Contextualisation

Individual realization of a research work that is an original contribution in the scientific field of the communication area.

Competences

- Apply advanced techniques in quantitative and qualitative research to the production and reception of communication.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences
- Display a deep, detailed understanding of theoretical and practical principles within the field of communication and culture.
- Generate proposals that are innovative and competitive.

- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan and lead basic and applied research projects in media communication and culture.
- Plan, direct and evaluate policies on culture and communication in both the local and the international fields using the new forms of social communication
- Plan, direct and evaluate public communication projects to meet the needs of institutions, businesses and social organisations.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study

Learning Outcomes

1. Adapting the knowledge acquired to new trends of materials and media formats
2. Adapting the knowledge acquired to the design of communication campaigns
3. Apply techniques of qualitative and quantitative research in communication and combination of both.
4. Apply theories of communication appropriate to the problem.
5. Assess the results of projects implemented in companies and organizations
6. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences
7. Design and direct communication projects.
8. Design and planning of cultural policies and actions of communication for the resolution of problems
9. Efficiently apply the appropriate methodology in relation to the objectives of the research
10. Formulate research questions and / or hypotheses to be verified to establish the research strategy
11. Generate proposals that are innovative and competitive.
12. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
13. Integrate theories of communication and culture to the definition of reality.
14. Professionally apply the acquired knowledge to solve problems related to social communication
15. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study

Content

The Master's Final Project will be an original contribution of the student made under the direction of a teacher from the master's degree.

Methodology

1. In November, a joint tutorial will be held with the coordinator of the Master's Degree, Dr. María Dolores Montero Sánchez, to advise students on the individual proposals for Master's Degree Projects.
2. Each student will be assigned a tutor of the master's degree, who will supervise the process of realizing the TFM. The list of tutors of the Master's Dissertation will be made public on the website of the Faculty on January 27, 2020.
3. Each student, in order to defend his Master's Dissertation, will have to perform at least three tutorials with his / her director and also will have to sign the tutorial follow-up form.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Collective tutoring	3	0.12	1, 4, 3, 10, 13

Type: Supervised

Tutorial meetings with the tutor of the Master's Dissertation	10	0.4	1, 2, 9, 4, 14, 3, 7, 8, 10, 11, 12, 6, 15, 13
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Type: Autonomous

Self-organized work	285	11.4	1, 2, 9, 4, 14, 3, 5, 7, 8, 10, 11, 12, 6, 15, 13
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Assessment

The public defense of the Master's Thesis will take place on July 9, 2020.

Students must publicly defend their Master's Thesis before an evaluation committee formed by three teachers of the master. The evaluation will be carried out by applying the following rubric:

a) Master thesis (85%): global evaluation of the work, use of theories, research methodology and formal aspects.

b) Public Defense of the Master's Thesis (15%): oral explanation, quality of the arguments and debate, ability to defend one's ideas, ability to synthesize and adapt to the allotted time.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Master Thesis	85%	1	0.04	1, 2, 9, 4, 14, 3, 5, 7, 8, 10, 11, 12, 6, 15, 13
Public defense of the Master's Thesis	85%	1	0.04	11, 6

Bibliography

Support document: Guide for the preparation of the Master's Thesis. Course 2019-2020.