

**Bachelor's Degree Final Project**

Code: 103128  
ECTS Credits: 12

Degree	Type	Year	Semester
2501933 Journalism	OB	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

### Teachers

Carme Ferré Pavia  
Pepe Rodriguez Bonfill

### Prerequisites

To have 2/3 of the credits of the complete degree.

### Objectives and Contextualisation

El Trabajo de Fin de Grado (Final Degree Project) is to develop diverse competences on the degree, applying tools to work as communicator or to continue the academic instruction, as well.

### Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Adequately present the findings of the research process in oral, print, audiovisual or digital media forms, in accordance with the canons of journalism.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.

## Learning Outcomes

1. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
2. Apply the applied knowledge acquired to executing the dissertation.
3. Apply the professional ethics of journalism in the dissertation.
4. Build a coherent academic discourse in any of the written, audiovisual or hypertextual variables.
5. Contribute original knowledge.
6. Demonstrate ethical awareness and empathy with the entourage.
7. Design, plan and execute a dissertation.
8. Develop autonomous learning strategies.
9. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
10. Generate innovative and competitive ideas in research and professional practice.
11. Outline, argue, defend and justify orally and in writing the findings of the dissertation.
12. Properly relay the findings of media research.
13. Raise and contrast hypotheses regarding the various aspects of journalism in all its fields of action.

## Content

There are two basic types of TFG:

-Project: this kind of work designs or develops (its performance is not compulsory) a media product, in the fields of broadcasting, advertising and journalism. It includes the planning, the framework, the style guide, the briefing in advertising and PR, the budget, filming plan, storyboard, production plan, market analysis... The TFG evaluate the know-how in that field, and not always the pilot or the final product.

-Research: is a traditional academic research of 12,000-30,000 words. The Faculty has links with institutions and media to develop applied researches. In this case, the student will have a tutor in the Faculty and another in the organization

## Methodology

The evaluation corresponds to the tutor (60%) and the revisor (40%). The punctuation minimum to pass is 5 (being 10 the maximum).

Calendar: (<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>)

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
General sessions about TFG aspects or tips	3	0.12	3, 7, 13
Type: Supervised			
Oral exposition	1	0.04	12, 4, 11
Tutorized sessions with supervisors	14	0.56	1, 12, 4, 9, 7, 11, 13
Type: Autonomous			
Oral exposition preparation	6	0.24	

## Assessment

The evaluation corresponds to the tutor (60%) and the revisor (40%). The punctuation minimum to pass is 5 (being 10 the maximum).

Calendar: (<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>)

The general criteria for evaluate the work are:

Writing skills

Theoretical knowledge

Analysis capability

Originality

Methodological correction

Adequate interpretation of results

Autonomy searching information and using references

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final work	Evaluation of the research project	1	0.04	5, 12, 4, 9, 11
Oral presentation	Evaluation of the oral presentation	0	0	1, 2, 3, 5, 6, 8, 9, 7, 10, 13

## Bibliography

The TFG Guide has not concrete references because they have to be adapted to each object of study. The tutor and the supervisor will recommend bibliography. The guides of the Communication Library can be useful:

<http://blogs.uab.cat/dretsautor/>

<http://www.uab.cat/web/estudia-i-investiga/citacions-i-bibliografia-1345708785665.html>

<http://www.uab.cat/web/estudia-i-investiga/treballs-de-grau-i-treballs-de-fi-de-grau-tfg-1345725517006.html>