

Master's Dissertation

Code: 44116
ECTS Credits: 12

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

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: spanish (spa)

Teachers

Lluís Albert Chillón Asensio
Juana Gallego Ayala
Enric Marín Otto
Jaume Soriano Clemente
Mercè Díez Jiménez
Carme Ferré Pavia
David Vidal Castell
Catalina Gaya Morla
Nereida Carrillo Pérez
Lluís Reales Guisado

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

Realization of an individual research work, contributing to the scientific field of the communication area, with innovative, original knowledge.

Competences

- Apply advanced techniques in quantitative and qualitative research to the production and reception of communication.
- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- 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. Identify and be able to analyse the structure causes and effects of violence against women and other gender violence.
13. Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.
14. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
15. Integrate theories of communication and culture to the definition of reality.
16. Know and use the contributions of women and gender studies in the discipline.
17. Know how to collect, systematise, conserve and disseminate information about women, works written by women, documents referring to the laws and policies of equality and those generated by research into gender studies, evaluating gender bias which may be included in existing searches and descriptors.
18. Know how to identify the intersection of gender inequality with other inequalities (age, class, race, sexuality and identity/gender expression, functional diversity etc.).
19. Know how to identify the role of ICT in the transmission of gender stereotypes and apply measures to avoid them.
20. Know how to undertake research with a gender perspective. Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables. Identify the contributions of gender study to the research topic. Produce, compile and interpret empirical data in a gender-sensitive manner.
21. Know how to use inclusive and non-sexist language.
22. Learn to make visible the contributions made by women in all areas of society and consider their experience as a documentary source of primary importance.
23. Professionally apply the acquired knowledge to solve problems related to social communication
24. Recognise the role of the media, audio-visual productions and advertising in the construction of gender relations and sexual and gender identity.
25. 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 has to be an original contribution of the student made under the direction of a lecturer from the master's degree.

The Faculty of Communication Sciences sets up the TFM's procedures calendar every academic year. It is published on the Internet:

<https://www.uab.cat/web/estudiar/masters-i-postgraus/masters-oficials/calendari-de-tramits-1345770244469.html>

For guidance:

End of November: Submission of the proposal of the project

15-20 December: Assignment of supervisors

June: Publication of Boards of evaluation and announcement of day, hour, room of TFM's defenses

Methodology

1. In November, a joint tutorial will be held with the coordinator of the Master's Degree, Dr. Maria Corominas, 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 on December 2021.
3. Each student, in order to defend his Master's Dissertation, will have to perform at least four tutorials with his/her director and also will have to sign the tutorial follow-up form.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Collective tutoring	3	0.12	1, 4, 3, 10, 15
Type: Supervised			
Tutorial meetings with the tutor of the Master's Dissertation	10	0.4	1, 2, 9, 4, 23, 3, 22, 16, 7, 8, 10, 11, 13, 12, 14, 6, 25, 24, 20, 21, 19, 18, 15, 17
Type: Autonomous			
Self-organized work	285	11.4	1, 2, 9, 4, 23, 3, 22, 5, 7, 8, 10, 11, 13, 12, 14, 6, 25, 24, 20, 21, 19, 18, 15, 17

Assessment

The public defense of the Master's Thesis will take place on between 1st-15th July 2022. The day will be announced via web.

Students must publicly defend their Master's Thesis in front of an evaluation committee formed by three lecturers 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.

PLAGIARISM

According to article 116.10 of the academic regulations of the UAB, "*In the event that the student performs any irregularity that could lead to a significant variation in the grade of an evaluation act, this evaluation act will be scored with 0, regardless of the disciplinary process that could be taken.*"

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Master Thesis	85%	1	0.04	1, 2, 9, 4, 23, 3, 22, 5, 16, 7, 8, 10, 11, 13, 12, 14, 6, 25, 24, 20, 21, 19, 18, 15, 17
Public defense of the Master's Thesis	85%	1	0.04	22, 11, 6, 21

Bibliography

Support document: Guía para la elaboración del Trabajo de Fin de Máster. Curso 2021-2022 (available via Campus Virtual, TFM module)

Software

Office programs