

Bachelor's Degree Final Project

Code: 103128

ECTS Credits: 12

| Degree | Type | Year | Semester |
|--------------------|------|------|----------|
| 2501933 Journalism | OB | 4 | A |

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

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 a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Differentiate the discipline's 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 media's structure.
- Disseminate the area's knowledge and innovations.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time effectively.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
4. Apply the applied knowledge acquired to executing the dissertation.
5. Apply the professional ethics of journalism in the dissertation.
6. Build a coherent academic discourse in any of the written, audiovisual or hypertextual variables.
7. Communicate using language that is not sexist or discriminatory.
8. Consider how gender stereotypes and roles impinge on the exercise of the profession.
9. Contribute original knowledge.
10. Demonstrate a critical and self-critical capacity.
11. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
12. Design, plan and execute a dissertation.
13. Disseminate the area's knowledge and innovations.
14. Identify situations in which a change or improvement is needed.
15. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
16. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
17. Manage time effectively.
18. Outline, argue, defend and justify orally and in writing the findings of the dissertation.
19. Properly relay the findings of media research.
20. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
21. Propose viable projects and actions to boost social, economic and environmental benefits.
22. Raise and contrast hypotheses regarding the various aspects of journalism in all its fields of action.
23. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
24. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
25. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
26. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
27. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

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 TFG will be developed on the basis of 4 compulsory mentorship. The mentorships are formative and evaluative as they must be used to judge the learning outcomes and competences of the Final Degree Project.

Three phases can be distinguished in the completion of the TFG of the degree:

I. Initial phase during which the work is specified and proposed.

II. Work development phase.

III. Final and closing phase, which culminates with the submission of the work and the oral presentation of the TFG, for 10-15 minutes, to the tutor and, if possible, to the reviewer.

Throughout the academic year, general teaching sessions on presentation and coordination of the TFG, on methodologies and sources of research and/or on how to make oral presentations and write research papers may be established.

Submission of the work

1. Final dissertations must be submitted in a single document attached to an e-mail addressed to tfg.fcc@uab.cat (Academic Management) and to the open TFG space on the virtual campus of each degree programme. The names and e-mail addresses of the reviewers will be posted on the Faculty's website (section Calendar of procedures / List of reviewers, which is updated every year) and on the panels near the Academic Management.

In addition, the tutor can decide whether it should be submitted in paper format, as well as the format of the file attached to the email. The submission of the TFG via email and the virtual campus is compulsory.

Exceptionally, the tutor may accept an alternative delivery system if the technical means or the TFG itself require it.

2. The faculty has prepared a 2-page PDF template containing the cover page and the file for cataloguing the TFG in the UAB's Digital Document Repository (DDD). All faculty works, including project work, must use this template. All Final Degree Projects with a grade of 8 or higher will be published in the DDD in order to comply with the UAB's institutional open access policy (agreement of the Governing Council of 25 April 2012).

However, if for reasons of confidentiality of the data contained in the TFG, for wanting to publish the TFG in a scientific journal or for any other reason, a student may not publish their TFG. In this case, a permanent or temporary embargo can be requested (which can be for 12 months or 24 months) by stating this in the document where the rights of public communication at the UAB are ceded and which is delivered together with the TFG proposal form at the beginning of the academic year. This embargo can also be requested at a later date from the address bib.comunicacio@uab.cat. The deadline for requesting the embargo will be published each year and can be consulted on the website.

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 | | | |

| | | | |
|--|-----|------|---|
| General sessions about TFG aspects or tips | 3 | 0.12 | 5, 12, 22 |
| <hr/> | | | |
| Type: Supervised | | | |
| Oral exposition | 1 | 0.04 | 19, 7, 6, 11, 10, 13, 18, 17, 25 |
| Tutorized sessions with supervisors | 14 | 0.56 | 3, 19, 6, 12, 18, 22 |
| <hr/> | | | |
| Type: Autonomous | | | |
| Oral exposition preparation | 6 | 0.24 | 2, 4, 19, 7, 6, 11, 10, 13, 18, 17, 15, 25, 8 |
| TFG development | 275 | 11 | 2, 1, 3, 4, 5, 9, 19, 7, 6, 11, 10, 12, 13, 17, 16, 15, 14, 22, 27, 20, 21, 26, 25, 23, 24, 8 |
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Assessment

The TFG will be assessed by a tutor and another lecturer from the same department where the TFG has been registered with the following weighting: 60% of the mark for the tutor and 40% for the reviewer. An average of 5 or more must be obtained in order to pass the TFG. The TFG must be defended orally before the tutor in order to be assessed. Failure to present the defence implies a failure to present. In the TFG there is no possibility of re-evaluation by agreement of the Faculty Board of 28 February 2013. The final dissertation must be submitted before the deadline date set in the TFG calendar (<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>), except for exchange students who have other deadlines. In all cases, if the TFG is not submitted on the due date, the grade will be Not Submitted.

General evaluation criteria of the Research TFG evaluated by both the tutor and the reviewer.

- Written communication, especially linguistic correctness, clarity and good structuring of the parts.
- Mastery of theoretical knowledge to define, contextualise and interpret the topic.
- Ability to analyse and synthesise information autonomously.
- Ability to collect and interpret relevant data in order to formulate complex judgements.
- Originality of ideas, contribution to the creation of knowledge and argued personal contributions.
- Methodological correctness.
- Adequacy of the interpretation of results and conclusions.
- Ability to independently search for specialised information and appropriate use of the bibliography.
- Assessment criteria of the public presentation that only the tutor evaluates

Clarity and precision of the presentation.

- Linguistic correctness and appropriate use of vocabulary.
- Originality, organisation and quality of the contents.
- Results and elaboration of conclusions.
- Adequacy of the presentation to the content of the written work.
- Evaluation criteria for the development of the TFG that only the tutor evaluates.

Punctuality and attendance at tutorials.

- Fulfilment of tasks: execution of the TFG work plan: management and planning of time, completion of the tasks assigned, meeting deadlines.
- General assessment criteria for the TFG Project assessed by both the tutor and the reviewer.

Originality of the idea of the proposed journalistic project, i.e. if it is a contribution to the creation of innovative proposals.

- Demonstrated ability to organise the work during the development of the project.

- Use of advanced technologies for optimal professional development.
- Demonstration of knowledge and skills for the development of practical work in the field of journalism.
- Ability to research journalistic materials independently.
- Ability to justify and defend the economic viability of the journalistic project in the sector where the product would be included.
- Correctness in communication and written and/or oral expression in the project.
- Concept and quality of the report.
- Concept and quality of the project.

Evaluation criteria for the presentation of the TFG Practical that evaluates only the tutor / a

1. Clarity and accuracy of the presentation.
2. Linguistic correctness and appropriate use of vocabulary.
3. Originality, organisation and quality of the presentation.
4. Concept and quality of the journalistic product presented.
5. Appropriateness of the presentation to the content of the project.

Evaluation criteria for the development of the TFG that only the tutor evaluates.

- Punctuality and attendance at tutorials.
- Completion of tasks: execution of the TFG work plan: time management and planning, completion of the tasks assigned, meeting deadlines.

Revision procedures

As in the case of any other subject, an ordinary review can be requested with the tutor. The review must be personal and individualised and before the date indicated in the academic calendar of the TFG (consult the date in the link of the calendar of procedures: <http://www.uab.cat/web/estudiar/graus/graus/calendario-de-tramites-1345704364482.html>). You can ask the tutor for a copy of the report on the work made by the reviewer and tutor (these copies of the reports are the documentary evidence required to request the extraordinary review). Once the review has been carried out and the student's allegations have been heard, the teacher can maintain or modify the mark.

In case of disagreement with the teacher's review, an extraordinary review can be requested, which will be carried out by teachers who have not participated in the ordinary review or in the correction of the TFG. There is a period of fifteen calendar days -from the closing of the minutes of the TFG- to submit to the Academic Management of the Faculty a reasoned request about the specific aspects of the TFG that are believed not to have been properly assessed by the tutor/reviewer. It should be noted that claims that do not present documentary evidence of having made the ordinary review (a copy of the evaluation reports) and do not justify in a reasoned manner the need for a new review will not be considered. Incoherent, unjustified or poorly argued requests will be rejected. It is the responsibility of the Final Degree Project Assessment Committee to carry out the extraordinary review of the Final Degree Project, which will follow the procedure

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|-------------------|-------------------------------------|-------|------|---|
| Final work | Evaluation of the research project | 1 | 0.04 | 9, 19, 7, 6, 11, 10, 13, 18, 17, 25 |
| Oral presentation | Evaluation of the oral presentation | 0 | 0 | 2, 1, 3, 4, 5, 9, 19, 7, 6, 11, 10, 12, 13, 18, 17, 16, 15, 14, 22, 27, 20, 21, 26, 25, 23, 24, 8 |

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>

Software

No programs exigences.