UAB
Universitat Autònoma de Barcelona

2022/2023

Master's Degree Dissertation

Code: 44115
ECTS Credits: 6

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OB	0	2

Contact

Name: Belen Monclus Blanco

Email: belen.monclus@uab.cat

Use of Languages

Principal working language: spanish (spa)

Teachers

Josep Maria Català Domènech

Matilde Delgado Reina

Rosa Franquet Calvet

María Gutierrez Garcia

Josep Maria Martí Martí

Emili Prado Pico

Joaquín Puig Gonzalez

José Luis Terrón Blanco

José Luis Valero Sancho

Natividad Ramajo Hernandez

Carles Llorens Maluquer

Maria Teresa Soto Sanfiel

Emilio Fernandez Peña

Belen Monclus Blanco

Oscar Coromina Rodríguez

Virginia Luzón Fernández

Celia Andreu Sanchez

Prerequisites

To have coursed the master's credits corresponding to seminars and/or external internships.

Objectives and Contextualisation

The aim of the Masters Dissertation is to verify the acquirement of the master's associated competencies.

Competences

- Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Conceive, plan, and lead academic and/or professional research projects in audiovisual and advertising communication, applying criteria of quality, equality and ethical and social responsibility.
- Continue the learning process, to a large extent autonomously.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Take decisions and accept responsibility for their consequences.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
2. Apply analysis models to the phenomenon studied in the master's dissertation.
3. Choose the appropriate methodology to meet the master's dissertation objectives.
4. Choose the phenomenon on which to focus the master's dissertation.
5. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
6. Continue the learning process, to a large extent autonomously
7. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
8. Determine the theoretical and analytic model from which to approach the master's dissertation.
9. Establish the timeline and the work plan for the master's dissertation.
10. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
11. Know how to compile, systematise, conserve and disseminate information on women, works written by women, documents referring to equality policies and laws and those generated by research in gender studies, assessing the gender biases that may be included in existing search engines and descriptors.
12. Learn to make visible the contributions made by women in all areas of society and to consider their experience as a documentary source of primary importance.
13. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
14. Produce, collect and interpret empirical data in a gender-sensitive way.
15. Seek out information in the scientific and technological context and learn practical ICT skills.
16. Take decisions and accept responsibility for their consequences.
17. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

The Masters Dissertation (MA Dissertation) is an autonomous academic paper that consists of the conduction of an integral research project within any area of the politics, industry, markets or the making, production, distribution or consume of the audio-visual and advertising contents.

The contents of the Masters Dissertation are agreed between the tutor and the student.

Methodology

The extension of the MA Dissertation (including the bibliography) will be from 12.000 to 18.000 words. The paper can be written in Spanish, Catalan or English.

A minimum of three on-site tutoring sessions should be carried out and the card of tutorships should be signed in every occasion (both for the student and the tutor). This card should be obligatorily delivered with a written copy of the MA Dissertation the day of the deadline to the Coordinator of the Master. Exceptionally, and with a previous approval of the Coordinator, a mandatory tutorship could be carried out online. In addition to the fixed tutorships, extraordinary tutorships can be arranged.

The health situation could force us to transform face-to-face sessions into online sessions.

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: Supervised			
Tutorships	6	0.24	2, 8, 4, 5, 3
Type: Autonomous			
Researching and writing the MA Dissertation	142	5.68	1, 15, 7, 9, 13, 16, 10, 6, 17

Assessment

The MA Dissertations will be presented in a public event in front of an examining board made up of three members of the teaching staff of the Audio-visual Communication and Advertising Department. The MA Dissertations will be sent in PDF format to the Master's Coordination following the indications. In addition to the PDF file, it must be delivered a printed copy of the paper to the Master's Coordination and the card of tutorships.

The evaluation criteria of the paper will be based on:

1. The originality and opportunity of the proposed subject
2. The viability of the research questions and hypothesis
3. The adequacy of the proposed methodology to the set objectives
4. The comprehension of the main background of the set theoretical framework
5. The description of results on the basis of the proposed analysis
6. The ability to describe the research contributions in the conclusions
7. The demonstration of oral and written expression skills
8. The use of bibliography sources and the citation's suitability

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Presentation and Defense of the MA Dissertation	100 %	2	0.08	1, 2, 12, 15, 7, 8, 9, 4, 13, 16, 14, 10, 5, 6, 11, 3, 17

Bibliography

The MA Dissertation's module has no common bibliography.

Software

Text Edition (Word o similar)

Presentations (Powerpoint o similar)

Spreadsheets (Excel o similar)