

Masters Degree Dissertation

Code: 44115
ECTS Credits: 6

2025/2026

Degree	Type	Year
Audiovisual Communication and Advertising Contents	OB	0

Contact

Name: María Desamparados Huertas Bailén

Email: amparo.huertas@uab.cat

Teachers

Matilde Delgado Reina

Joaquin Puig Gonzalez

Ana Maria Ullod Pujol

Xavier Ribes Guardia

Nuria Garcia Muñoz

Carlos Llorens Maluquer

Maria Teresa Soto Sanfiel

Emilio Fernandez Peña

Marta Narberhaus Martinez

Enrique Fibla Gutierrez

Gemma Gómez Bernal

Celina Navarro Bosch

Fernanda Pires De Sa

Priscila Cumanda Alvarez Cueva

Guillem Marca Frances

Ana Belen Monclus Blanco

Òscar Coromina Rodríguez

Ludovico Longhi

Celia Andreu Sanchez

Luisa del Carmen Martínez García

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

Having previously completed the required number of credits (mandatory and optional modules)

Objectives and Contextualisation

The objective of the Master's Final Project is to verify the acquisition of knowledge, skills, and competencies associated with the master's program.

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 communication area.

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

Activities and Methodology

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

Length: The length of the TFM (including bibliography) will be between 12,000 and 18,000 words (length determined by being a 6-credit TFM).

Language: The work can be written in Catalan, Spanish, or English.

Tutoring: A minimum of 3 in-person tutorials must be held, and the tutorial sheet must be signed on each occasion (by both the student and the tutor). In addition to the scheduled tutorials, other extraordinary tutorials can be arranged.

Final revision by the tutor before final submission to the master's coordination: Before the final submission, the tutor must read the entire final document so that corrections and modifications can be made. Therefore, this document must be sent to the tutor at least 20 days before the submission deadline.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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.

Assessment

Continous 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, 5, 10, 6, 11, 3, 17

The TFM will be presented at a public event before an evaluating committee made up of 3 members of the research and teaching team from the Department of Audiovisual Communication and Advertising.

The work will be evaluated by both the tutor and the committee, with the respective weight of these grades being 30% and 70%.

Evaluation Criterial.

I.- Global evaluation of the Work

- Clarity in formulating the object of study, the objectives, and hypotheses/questions.
- Internal coherence of the work
- The work demonstrates the use of critical thinking
- Relevance: utility
- Relevance: originality and innovation
- Proposal for the practical application of the results (if applicable)

II.- Use of the theories

- Explanation of the theories that underlie the work
- Synthesis and integration of the theories and the subject
- Contribution to theoretical advancement

III.- Research methodology

- Adaptation to the objectives of the work
- Appropriate research instruments
- Clarity and coherence with the methodological design
- Interpretation of data and results

IV.- Formal aspects

- Clarity in the structure and writing of the work
- Compliance with the formal guidelines established by the Faculty of Communication
- Sciences Updated and appropriate bibliographic references

V.- Process

- Organization and monitoring of the work in phases by the student
- Obtaining the necessary information in each phase
- Summary of the results of each phase

- Punctuality in submissions according to the agreed schedule
- Improvement of autonomy for professional development

VI.- Defense of the TFM

- Oral explanation: communicative and informative skill
- Quality of arguments and debate
- Ability to defend one's own ideas
- Capacity for synthesis and adherence to the allotted time

The Master's Thesis (TFM) will be graded as "Not Assessable" if any of the following three circumstances occur:

- The supervisor considers that the thesis does not meet the minimum requirements for submission and assessment.
- The student fails to complete the 3 mandatory tutoring sessions and does not have the consent of the supervisor.
- The student does not submit the Master's Thesis.

This subject doesn't provide for the singleassessment system.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks (such as bibliographic or information searches, text correction, or translations...). Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

PLAGIARISM: In the event that the student commits any irregularity that could lead to a significant change in the grade of an assessment act, this assessment act will be graded with 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

Bibliography

The MA Dissertation's module has no common bibliography.

Software

Text Edition (Word o similar)

Presentations (Powerpoint o similar)

Spreadsheets (Excel o similar)

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.