

Degree programme	Type	Course
Audiovisual Communication and Advertising Contents	TFE	1

Contact lecturer

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Group languages

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

Prerequisites

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

Objectives

The goal of the Master's Final Project is to verify the acquisition of the knowledge, skills, and competencies associated with the master's, especially those related to carrying out research.

Learning outcomes

- CA12 (Apply the appropriate research methodology to develop their own research proposal aimed at analysing a subject of interest, which considers the current communication situation, from an ethically and socially committed perspective.) Apply the appropriate research methodology to develop their own research proposal aimed at analysing a subject of interest, which considers the current communication situation, from an ethically and socially committed perspective.
- CA13 (Apply critical thinking in the analysis and interpretation of the results of their own research project.) Apply critical thinking in the analysis and interpretation of the results of their own research project.
- KA23 (Identify the most appropriate scientific research methodologies for the development of basic and applied studies in the field of audiovisual and advertising content.) Identify the most appropriate scientific research methodologies for the development of basic and applied studies in the field of audiovisual and advertising content.
- SA22 (Propose research projects that take into account the needs and responsibilities of the content industry.) Propose research projects that take into account the needs and responsibilities of the content industry.
- SA23 (Plan all the phases of an empirical work: methodological design, preparation of information collection techniques, systematisation and analysis of the information obtained and, finally, description and critical analysis of results.) Plan all the phases of an empirical work: methodological design, preparation of information collection techniques, systematisation and analysis of the information obtained and, finally, description and critical analysis of results.
- SA24 (Communicate results and conclusions in a way that demonstrates the interest of the study, its limitations and the possibility of further development.) Communicate results and conclusions in a way that demonstrates the interest of the study, its limitations and the possibility of further development.

Contents

The Master's Final Project (TFM) is an individual research project that involves carrying out an empirical study in the field of communication.

It must be an original contribution, carried out under the supervision of a master's program professor.

The schedule is set by the Faculty of Communication Sciences each academic year and is published on its website. However, all the information will also be available on the course's Virtual Campus.

For guidance:

February: Submission of the TFM Project Proposal and publication of the assigned tutors.

March-May: Development of the TFM (with guidance from the assigned tutor).

June: Publication of the composition of the evaluation committees.

July: Public defense of the TFM.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Collective Tutoring	1	0.04	KA23, SA24
Self-organized work	142	5.68	CA12, CA13, KA23, SA22, SA23, SA24
Follow-up activities (tutoring) with the assigned tutor	5	0.2	KA23, SA22, SA23

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.

Follow-up: The work has to be carried out under the supervision of the assigned person. It is recommended to have at least 3 tutoring sessions throughout the entire execution period, although tutors can agree on other types of activities to meet this requirement (such as, for example, periodic review of digitally shared documents or requesting regular reports on the state of the research)

Final review by the tutor before the definitive submission to the Master's Coordination: Before the final submission, the tutor must be able to review the complete final document in order to make the corrections and modifications with a global view of the work. Therefore, this document must be sent to the tutor at least 20 days before the submission deadline.

The detailed schedule will be shown in the scheduled group tutoring session and will also be available on the course's Virtual Campus, along with all the information needed for the proper development of the course.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Master Thesis	85 %	1	0.04	CA12, CA13, KA23, SA22, SA23
Public Defense of the Master's Thesis	15 %	1	0.04	CA13, SA24

The grade of the TFM will be awarded by tutor (30%) and by an evaluation committee made up of three members of the teaching and research staff (70%).

Submitting the TFM requires the tutor's consent. This consent will be reflected in his/her grade, which must be 4 or higher. A lower grade will be interpreted as a lack of consent from the tutor.

Public defense: The TFM will be presented at a public event in front of the evaluation committee.

Evaluation criteria:

Master's Thesis (85%) - Overall evaluation, theoretical framework, methodology, formal aspects, and work process.

Public Defense (15%)

RECOVERY

According to Article 261 of the UAB Academic Regulations, the TFM is excluded from the retake process.

NOT ASSESSABLE

- The supervising tutor considers that the work does not meet the minimum requirements to be submitted and evaluated.
- The student does not carry out the activities aimed at ensuring follow-up by the tutor.
- The student does not submit the final master's project (TFM).

ARTIFICIAL INTELLIGENCE

The TFM supervisor will determine whether the use of Artificial Intelligence (AI) tools is allowed in the TFM depending on each case and type of TFM, as well as in which phases of the work it can be used and for what purpose. For example: Initial phase (source search); Writing phase (spelling and grammar correction, generation of tables and charts...). Students will need to clearly identify which parts have been generated with this technology, specify the tools used, and include a critical reflection on how these have influenced the process and the final result of the TFM. Lack of transparency in the use of AI in this final project will be considered a breach of academic honesty and may result in partial or total grade penalties, or more severe sanctions in serious cases.

PLAGI

If the student commits any irregularity that could lead to a significant change in the grade of an assessment, that assessment will be given a 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessments, the final grade will be 0.

Bibliography

The supervisor will provide the student with recommended bibliography based on the chosen research topic

Software

There is no specific software for this subject.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TFMm) Treball de fi de màster	1	Spanish	first semester	morning-mixed