

FINAL PROJECT

IE University

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Academic year: 22-23

Degree course: FOURTH

Semester: 2^o

Category: COMPULSORY

Number of credits: 12.0

Language: English

PREREQUISITES

Being in the 4th year and enrolled in all remaining courses in the bachelor.

SUBJECT DESCRIPTION

The purpose of the Final Degree Project (FDP) is for students to develop, present, and defend an academic, applied, or creative research project. The aim of the project is for students to integrate and put into practice the conceptual, practical, creative, and academic skills acquired throughout their studies. The project should be research oriented and/or aimed at producing a piece of practical or creative work related to the professional activity of their choice in the field of Communication.

OBJECTIVES AND SKILLS

Research Abilities: to demonstrate familiarity with some of the main qualitative and/or quantitative methods employed to study communications and the norms for communicating the results of the research coherently and with clear arguments.

Theoretical Proficiency: to demonstrate knowledge about some of the central theoretical approaches to studying communication institutions, culture, content, audiences, effects, or organizations and their interrelationships with society, culture, politics, corporations, technology, and/or industries.

Analytical Skills: to demonstrate the ability to work with data and to analyze and properly cite academic texts in order to draw conclusions about a particular topic.

Transversal Skills: to demonstrate time management and organizational skills necessary to conduct and carry out a large-scale research project within a designated timeline; clearly and effectively communicate ideas and conclusions in both a written and oral format; and foster a collaborative working relationship with his/her thesis supervisor, respecting the internal deadlines and meetings throughout the process and adequately incorporating adviser feedback

METHODOLOGY

3.1.- Project Types

- Research Project: an academic project developed according to the methods and theories used in social sciences and/or the humanities.
- Practical Project: a practical project, such as a case study or communication plan, that aims to describe and analyze communication practices in a specific setting, such as a company or corporation, political institution, media industry, or non-governmental organization Please note that this is not a consulting project. At the end of the project students are not required to provide recommendations to the company, political institution, media industry or non-governmental organization. Instead, students are expected to provide an analysis about current practices and a critical perspective on them.
- Creative project: a project in which the student develops the process stages of a creative/experimental work in the area of communication, with the option to produce the work.

3.2.- Choosing a Supervisor and a Topic.

Step 1 in the thesis process is to submit your thesis topic and 3 names of potential supervisors. You should submit it through the assignment created for that purpose in campus online.

Your submission should briefly state 1.- whether your project is a creative, practical, or research project (see below for descriptions of these) 2.- a very brief statement (2-3 sentences) of what your topic or research question is and how you plan to answer it (do you think you will do secondary research, interviews, case studies, etc), and 3.- a list of 3 suggested supervisors.

3.3.- Project Development

Throughout the year, the student will work with their supervisor to develop the project. Some sessions will be synchronous group sessions, and others will be asynchronous meetings with individuals or smaller groups. Deliverables required during the semester prior to the delivery of the final draft of the project will be evaluated by the supervisor as part of the student's process grade.

There will also be 2 group workshops provided to support students throughout the final thesis project process. These workshops will cover how to write the literature review and how to prepare for the oral presentation. In total, the final project should consist of 300 hours worth of work.

3.4.- Functions of the Supervisor

The thesis supervisor's primary role is to monitor the student's progress and offer ongoing support and guidance throughout the project in the synchronous and asynchronous sessions detailed below. The supervisor is not expected to give lectures or edit the student's work for grammar or syntax.

The supervisor will make every effort to help the student meet the deadline with a thesis of the highest possible quality, but ultimately it is the responsibility of the student to do so. If the supervisor finds the quality of the student's work to be insufficient to pass an examination session, he or she may require the student to skip the first call and present in the second call (the retake session). The maximum grade that a student can receive in the second call is 8 out of 10.

In addition to the relationship that students have with their supervisors, students can consult other experts/ faculty members to ask ad-hoc questions. This supplementary advising should be done in consultation with the student's supervisor.

The supervisor will prepare the final report as outlined below.

3.5.- Presentation of the Final Project

Students will hand in work in the applicable format (written, audiovisual, multimedia, online, etc.) and they will later deliver an oral presentation of their final results before a panel of evaluators.

In the case of a research project, the content of the written report shall include the following points (unless an alternative structure is approved by the supervisor):

- I. Abstract
- II. Introduction (Research question(s), final aim of the study, research design)
- III. Theoretical Framework
- IV. Literature Review
- V. Methods (if applicable)
- VI. Analysis
- VII. Conclusions
- VIII. Bibliography
- IX. Appendices (if applicable)

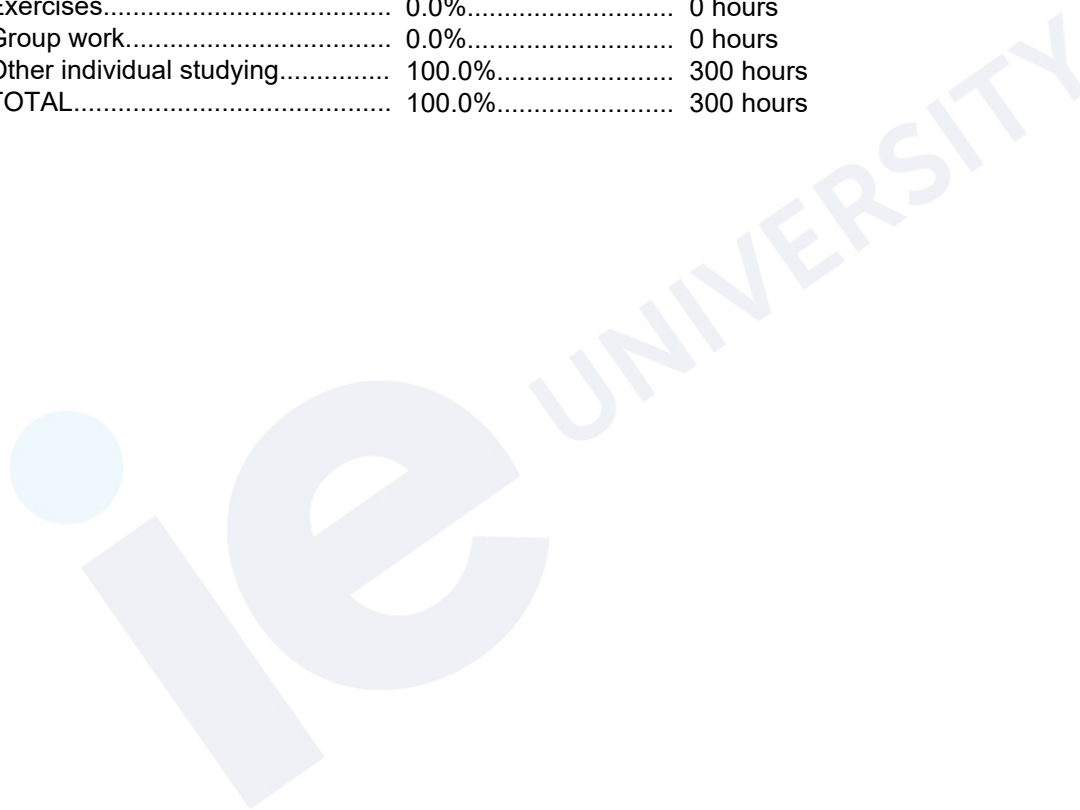
In the case of a practical application, the content of the written report shall include the following points (unless an alternative structure is approved by the supervisor):

- I. Abstract
- II. Introduction (Justification, research question(s), final aim of the study, research design)
- III. Key concepts and literature Review
- IV. Empirical case study
- V. Methods (data collection, data analysis, measures, etc.)
- VI. Main findings
- VII. Final discussion and contribution to practice
- VIII. Bibliography
- IX. Appendices (e.g. details)

In the case of a **creative project**, the content of the written report shall include the following points (unless an alternative structure is approved by the supervisor):

- I. Justification
- II. Literature Review
- III. Description
- IV. Development
- V. Results
- VI. Discussion

| Teaching methodology | Weighting | Estimated time a student should dedicate to prepare for and participate in |
|--------------------------------|--------------------|---|
| Lectures..... | 0.0%..... | 0 hours |
| Discussions..... | 0.0%..... | 0 hours |
| Exercises..... | 0.0%..... | 0 hours |
| Group work..... | 0.0%..... | 0 hours |
| Other individual studying..... | 100.0%..... | 300 hours |
| TOTAL..... | 100.0%..... | 300 hours |



PROGRAM

SESSION 1 (LIVE IN-PERSON)

Meetings – supervisors meet with students to narrow their topic to an actionable research question/project with an appropriate methodology. The result will be the first deliverable of the semester: the 2-page project proposal, due by Session 3.

SESSION 2 (LIVE IN-PERSON)

Literature review workshop for all 4th year students taught by Ruth Palmer.

SESSION 3 (LIVE IN-PERSON)

Meetings – supervisors meet with students to discuss their project proposals.

*****Project proposal is due***** [Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

Requirements for the project proposal: Students must submit a formal project proposal for Session 2. The proposal should be about 500 words (two pages double-spaced) and include the following:

- Detailed description of the subject and type of project
- Preliminary overview of how it will be developed (e.g. research questions and methodology for research projects and professional projects; objectives and methodology for creative projects).
- Summary of initial literature review. Must include at least 5 academic sources.

SESSION 4 (LIVE IN-PERSON)

Meetings – supervisors meet with students about their plans for the lit review.

SESSION 5 (LIVE IN-PERSON)

Meetings – supervisors meet with students to discuss lit review drafts and next steps (methodology and analysis).

*****Literature review drafts are due***** [Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

SESSION 6 (LIVE IN-PERSON)

Meetings – supervisors meet with students to discuss progress.

*****students submit a portion of the analysis for feedback*****[Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

SESSION 7 (LIVE IN-PERSON)

Meetings – supervisors meet with students to discuss progress.

*****students submit a portion of the analysis for feedback*****[Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

SESSION 8 (LIVE IN-PERSON)

Meetings – supervisors meet with students to discuss progress.

******students submit a full draft for feedback***** [Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

SESSION 9 (LIVE IN-PERSON)

Oral presentation workshop for all 4th-year students with Ruth Palmer.

SESSION 10 (LIVE IN-PERSON)

Meetings – supervisors meet with students to help them prepare their oral presentations.

******students submit draft slides for feedback***** [Like other deliverables throughout the semester, timely delivery of this component will be taken into account by the supervisor as part of students' process grades.]

SESSIONS 11 - 60 (ASYNCHRONOUS)

BIBLIOGRAPHY

Recommended

- Booth, W. C., Colomb, G. G., Colomb, G. G., Williams, J. M., & Williams, J. M.. (2016). *The craft of research*. 4th Edition. University of Chicago Press.. ISBN 9780226239736 (Printed)

EVALUATION CRITERIA

6.1.- Procedure for Submitting Final Thesis Project

The FDP must be submitted. The project must be submitted via Turnitin on IE Campus Online.

For the second call (the retake session) the FDP must be submitted.

6.2.- Format of the Written Paper

- The project should be submitted in a standard 12 point font. Both Arial and Times New Roman will be accepted.
- Written projects should be double-spaced using standard margins.
- The recommended length of the written work is 40 pages in the case of research projects, or the equivalent as determined by the supervisor in the case of practical or creative projects. There is no set maximum, but students are advised against overly exceeding the recommended length.
- Citations should be in MLA or APA format.

6.3.- The Oral Presentation

- The student will have 20 mins to present his or her work. The panel will then ask questions. Each presentation, including questions and answers will last between 40-45 mins.
- The presentation should include the research question(s), methodologies, key findings and conclusions.
- Standard projection materials will be provided. If the student requires means or software other than those usually used in the classrooms, these must be requested from the Secretary's Office at least one week prior to the presentation. The Degree Committee will establish whether such materials can be made available.

6.4.- Project Evaluation

- Precise grading criteria are outlined on the evaluation rubrics available in the additional documentation section of campus online. The final project grade will be determined by the following formula: 35% of the grade will be based on the quality of the student's oral presentation as determined by a panel of evaluators. 25% of the student's grade will be on the written project, and given by a 2nd reader. 40% of the final grade will be on the written project and overall work process, and given by the supervisor.
- *Subject to the judgment of the evaluating panel, students who receive a grade between a 4 and a 5 on the First Call may be allowed to revise and resubmit the written portion of the project by two weeks after the date of their presentation to receive a passing grade. Based on the judgment of the evaluators, they may also be required to redo the presentation. Students who do not submit their project by the First Call deadline or receive below a 4 will be required to revise and resubmit the paper and do their oral presentation in the Second Call. The maximum grade that a student can receive in the Second Call is 8 out of 10.*

| Criteria | Percentage | Comments |
|-----------------------------|-------------------|-----------------|
| Oral Presentation | 35 % | Panel of judges |
| Written Project | 25 % | 2nd reader |
| Written Project and Process | 40 % | Supervisor |

PROFESSOR BIO

Professor: **VINCENT DOYLE**

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VINCENT DOYLE

Professional experience

The relationships among media, society, culture, politics, social movements and public discourse have long fascinated Vincent Doyle. Originally from Canada, he began his university studies in political science, but soon gravitated towards communication and cultural studies because of his interdisciplinary interests. "I study communication," he says, "because it helps me to understand how we are all products of history, language, and the institutions that shape our lives, even if we are not always aware of it." With knowledge and understanding, Prof. Doyle believes, comes the capacity to make better decisions, along with the opportunity to develop a sense of belonging and accountability to an intellectual community that nourishes our human desire to improve our lives and the world around us.

Prof. Doyle is a Fellow of the Sexuality Research Fellowship Program of the U.S. Social Science Research Council and the recipient of two top paper awards from the International Communication Association. Making Out in the Mainstream, his book about the media activism of the US-based Gay and Lesbian Alliance Against Defamation (GLAAD) was published by McGill-Queen's University Press in 2016.

Academic Training

Ph.D. in Communication, 2005, University of Massachusetts, Amherst

M.A. in Communication, 1997, McGill University, Montreal

B.A. with Specialization in Communication, 1991, Concordia University, Montreal

Professor: **JAVIER GARCIA GONZALEZ**

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JAVIER GARCIA GONZALEZ

Professional Experience

Javier Ignacio García González is full-time Professor of Globalization , Public Affairs and Political Science at IE University. He is an expert in the areas of Security Studies, Defense, Conflict Management, as well as Spanish and European Politics. He has published two books and more than 30 academic articles on these topics. Dr. Javier I. García was awarded by the Ministry of Defense of Spain with the "Defensa" Award, for research on Defense, Peace and Security. He is an active member of AEPDIRI and Association Euromed-IHEDN. He also serves as Director of the Senior University Program (Programa Interuniversitario de la Experiencia –PIExp.-, Junta de Castilla y León) at IE University. Professor García González holds a Ph.D. in International Relations, and a BA in Political Science and Sociology from Universidad Complutense, Madrid. He followed a research and studies program on International Relations and International Security at the University of Oxford (St. Antony's College, SAM 1994-95). He has also been "Auditeur" at IHEDN-Institute des Hautes Études de Défense Nationale, Paris.

Professor: **DAVID ALVAREZ GARCIA**

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DAVID ALVAREZ GARCIA

Professional Experience

David has been working since 2003 in the audiovisual field. His first project was "Panorama de actualidad" (Onda Seis / Grupo Vocento), a 14 episodes series about social and humanitarian conflicts in collaboration with photographer Alvaro Ybarra. Director of several short films, documentaries and music videos, in 2009 he won the Best Musical Documentary Prize in the New York International Independent Film and Video Festival for his movie "Dios salve al rock de estadio". He has worked in TVE, Sogecable, El Mundo TV, New Atlantis and Canal 9, for programs such as "Españoles en el mundo". His last documentary has been produced by Eleventh Floor and Televisión Española (TVE), and won the Best Documentary Award in the Barcelona In-Edit Festival 2016.

Professor: **RUTH PALMER**

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RUTH PALMER

Professional experience

Ruth Palmer is Assistant Professor of Communication at IE University, where her courses include Communication Foundations, Public Opinion and Persuasion, and Political Communication in the Bachelor, and Media Relations in the Master of Corporate Communication. She has also taught in the IE-Brown University Summer Program, and co-directed the IE Communications Lab. Her research explores how people think about and relate to the news media. Her articles have appeared in the journals Journalism, Journalism Studies and Literary Journalism Studies. Her book *Becoming the News: How Ordinary People Respond to the Media Spotlight* (Columbia University Press, 2017) explores how it feels for private citizens to interact with journalists and become the subject of a news story. She received her PhD in Communication from Columbia University in 2013.

Professor: **IONA CRISTINA OLIVEIRA GONÇALVES**

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IONA CRISTINA OLIVEIRA GONÇALVES

IÔNA DE MACÊDO has been an active member of the International Audio Visual Industry since 1989, where she began as a Sales Executive at Pandora, then, one of France's most distinguished Independent Distribution companies. She has since taken various positions in TV Programming and Acquisitions, Marketing and Distribution as well as Television and Feature Film Development and Production, having lived in seven countries. Between 1997 and 2008, Iôna held different positions at Sony Pictures Entertainment in Latin America and Europe- the last being Senior Vice President of European Production. In 2008, Iôna created Dama Filmes (São Paulo-Brazil), where she has produced three feature-length films to date. Throughout her career, Iôna has worked closely with writers and directors such as Braulio Mantovani, Luca Guadagnino, Hector Babenco, Alicia Luna, Manuel Hueriga, and has accompanied from up close the works of great writers such as Francis Veber and James L. Brooks. She has written and licensed two screenplays which are yet to be produced. Additionally, she has been a thesis advisor in Film Production for the MEDEA MBA Program at the Universidad Carlos III in Madrid and has given Master classes on TV and Film Production at the Media Business School (Europe and Latin America) as well as in other Brazilian and Spanish Universities. Iôna received a BA in Theatre Arts and Sciences/ TV and Film Production and a Minor in English Literature from Rutgers -The State University of New Jersey and did graduate work in Comparative Literature and Linguistics, respectively at the Université de Paris IV- La Sorbonne and The École de Hautes Études en Sciences Sociales, both in Paris, France.

Professor: **SUBIN PAUL**

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SUBIN PAUL

Subin Paul, Assistant Professor of Communication at IE University, specializes in the questions of media, culture, and politics, with a focus on South Asia. His work has appeared in journals such as the International Journal of Communication, Digital Journalism, Contemporary South Asia, and Modern Asian Studies. He was a recipient of the Columbia University Taraknath Das Foundation Award for the year 2018. Subin holds a PhD in Mass Communications from the University of Iowa, USA.

BIBLIOGRAPHY