

Subject card

Subject name and code	Public and media relations strategies, PG_00177353						
Field of study	Chinese Studies						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Optional subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marcin Trendowicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: conversational lecture						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to familiarize students with public relations as a form of mass communication, its functions and tools, with particular emphasis on the specificity of media relations.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[SINL3_U10] Student has the ability to argue substantively using the views of other authors and to formulate conclusions.		Is able to make an oral and/or written presentation and critical analysis of PR and MR strategies and tools based on various sources.			[SU5] implementation of a problem task [SU8] observation of student's independent or team work	
	[SINL3_W01] Student knows the terminology of the humanities such as cultural and religious studies, linguistics and literary studies, as well as history, cultural anthropology, philosophy and art sciences relevant to the sinology major.		Has basic knowledge of the theoretical aspects of public relations and media relations in terms of terminology, definitions, divisions, strategies and the techniques and tools used.			[SW4] test/exam - oral or written [SW5] implementation of a problem task	
	[SINL3_K01] Student is aware of the scope of his professional knowledge and skills, and understands the need for further continuous development in professional skills, as well as personal and social competence.		Understands the need to analyse and critically evaluate the activities of various organisations in the field of public relations and media relations and to improve knowledge and skills in this area.			[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work	
	[SINL3_U19] Student is able to work in a group, taking on different roles in it.		Able to work individually and in a group, performing assigned tasks in the area of creating and analysing selected aspects of PR and MR strategies.			[SU5] implementation of a problem task [SU8] observation of student's independent or team work	

Subject contents	The essence of public relations (definition, roots, goals, classifications, related concepts, place in the organization's communication system). Media relations as a key field of PR. Programming, planning and implementation of PR activities. The Internet as a communication medium in PR. Political conditions of MR. Tools and techniques used in the field of PR and MR. Impact on the organization's environment (internal and external PR). PR and MR of various types of organizations (based on selected examples).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	participation in classes	80.0%	5.0%
	performing tasks assigned by the instructor	51.0%	45.0%
	colloquium on program content	51.0%	50.0%
Recommended reading	Basic literature	Andrzejewski P., Kot W., Medialne Public Relations, Poznań 2006. Black S., Public Relations, Kraków 2006. Goban-Klas T., Public relations czyli promocja reputacji. Pojęcia, definicje, uwarunkowania, Warszawa 1997. Jabłoński W., Kreowanie informacji. Media relations, Warszawa 2007. Ociepka B. (red.), Public relations w teorii i praktyce, Wrocław 2003. Przybylski H. (red.), Public Relations - sztuka efektywnego komunikowania, Katowice 2002. Tworzydło D., Public relations. Praktyka komunikowania 3.0, Warszawa 2023.	
	Supplementary literature	Budzyński W., Public relations. Wizerunek, reputacja, tożsamość, Warszawa 2017. Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 2024 (lub inne wydanie). Goban-Klas T., Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 2002. Gregory A. (red.), Public relations w praktyce, Warszawa 1997. Kadragić A., Czarnowski P., Public relations, czyli promocja reputacji. Praktyka działania, Warszawa 1996. Kunczik M., Zipfel A., Wprowadzenie do nauki o dziennikarstwie i komunikowaniu, Warszawa 2000. McQuill D., Teoria komunikowania masowego, Warszawa 2006. Mruk H., Reklama i PR na rozdrożu, Poznań 2008. Sorlin P., Mass media, Wrocław 2001.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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