

Subject card

Subject name and code	Public and media relations strategies, PG_00178364						
Field of study	Chinese Studies						
Date of commencement of studies	October 2025		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	1		Language of instruction		Polish		
Semester of study	2		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_K01] Is ready to critically evaluate the knowledge acquired during Sinology studies and the content corresponding to that knowledge.		Demonstrates readiness to analyze and critically evaluate the activities of various organizations in the field of public relations and media relations based on the knowledge acquired.		[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work		
	[SINL3_U08] Is able to plan and organize work both individually and as part of a team.		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		
	[SINL3_U05] Is able to present various opinions and positions in both oral and written form, evaluate them, and engage in discussion.		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_W03] Knows and understands, at an advanced level, the methodologies, theories, and terminology that constitute the fundamental general knowledge in the field of the humanities and related disciplines.		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		

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
	performing tasks assigned by the instructor	51.0%	45.0%
	participation in classes	80.0%	5.0%
	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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