

Subject card

Subject name and code	The Research Methods in The Theory of Media, PG_00152149						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Arkadiusz Kozłowski				
	Teachers		mgr Adam Majchrzak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
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	15		2.0		33.0	50
Subject objectives	During the classes, students become familiar with the process of designing media studies, techniques for selecting a research sample and selecting appropriate research methods for the adopted research hypotheses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The student knows how to use available scientific sources and draw conclusions based on them in order to conduct proper media research.	
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student is able to cooperate with the environment and uses available tools to develop media research.	
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The student is able to design a media research study in a group and knows how to allocate tasks during research work.	
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student knows the theories and research methods used in media studies.	
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student knows how to solve research problems specific to the scientific discipline of media science and social communication and understands the importance of critical analysis of available scientific studies.	
	[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student understands the importance of knowledge in designing media studies and knows how to solve practical and theoretical problems through research.	
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student is able to prepare oral, written and visual messages in relation to media studies.	
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student knows how to critically analyze media studies and knows how to draw conclusions based on them.	

Subject contents	• introduction to media studies methods • the media as a source of scientific and market research • designing media research and choosing a research method • quantitative and qualitative methods in media research • media content analysis as a research method • reading, viewing and listening research • specifics of traditional media research and new media research		
Prerequisites and co-requisites	Basic knowledge of research methods and analysis of traditional and Internet texts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	1. Babbie E., <i>Badania społeczne w praktyce</i> , Warszawa 2004. 2. Gackowski T., Łączyński M., Majchrzyk Ł. i in. (red.), <i>Skrypt do analizy zawartości prasy</i> , Warszawa 2007. 3. Kozinets R.V., <i>Netnografia. Badania etnograficzne online</i> , Warszawa 2012. 4. Lisowska-Magdziarz M., <i>Analiza zawartości mediów. Przewodnik dla studentów</i> , Kraków 2004. 5. Wimmer R. D., Dominick J.R., <i>Mass media. Metody badań</i> , Kraków 2008. 6. Szymańska A., Lisowska-Magdziarz M., Hass A. (red.), <i>Metody badań medioznawczych i ich zastosowanie</i> , Kraków 2018. 7. T. Gackowski, M. Łączyński (red.), <i>Metody badania wizerunku w mediach</i> , Warszawa 2009, s. 17-78.	
	Supplementary literature	1. Creswell J. W., <i>Projektowanie badań naukowych. Metody jakościowe, ilościowe i mieszane</i> , Kraków 2013. 2. Jemielniak D., <i>Badania jakościowe. Metody i narzędzia</i> , Warszawa 2012. 3. Jemielniak D., <i>Życie wirtualnych dzikich. Netnografia Wikipedii - największego projektu współtworzonego przez ludzi</i> , Warszawa 2013. 4. Sztumski J., <i>Wstęp do metod i technik badań społecznych</i> , Katowice 2005. 5. Szczepaniak K., <i>Zastosowanie analizy zawartości treści w badaniach artykułów prasowych</i> , Acta Universitatis Lodzensis, Folia Sociologica nr 42/2012. 6. Babbie E., <i>Podstawy badań społecznych</i> , Warszawa 2008.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	• traditional media research methods (newspapers, radio, television) • research methods for digital media (social media) • carrying out research projects and critical analysis of results
Work placement	Not applicable

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