University of Gdańsk

Subject card

Subject name and code	Master seminar IV, PG_00177951		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Subject group related to practical vocational preparation
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	4.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Dariusz Sikorski, prof. UG	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	45.0	45
	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	45	2.0	53.0	100

Subject objectives	1. Preparing students to conduct research under the supervision of a supervisor. 2. Preparing students to construct and write a thesis. 3. Fostering cognitive and research activity and developing critical and analytical thinking skills. 4. Writing a thesis by seminar participants in accordance with the requirements of scientific methodology and methodologies, while respecting copyright and the principles of professional ethics.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Is able to communicate and present the assumptions, process and results of their own research in oral and written form, adapting the method of communication to the audience and using appropriate tools and technologies supporting scientific communication.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills
	[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.	Is able to formulate a research problem, select appropriate research methods and tools, analyze and interpret the results, and present them in a master's thesis in accordance with the principles of scientific research methodology.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[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 is able to select and critically evaluate scientific sources, apply appropriate research methods, and select information necessary to solve a research problem and prepare a master's thesis.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	Is able to critically analyze and evaluate scientific literature and other sources of information, using his/her own knowledge to formulate justified conclusions for the purposes of his/her master's thesis.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[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.	Responsibly completes subsequent stages of preparing the master's thesis, fulfills the obligations assumed, and actively participates in discussions and collaboration during the seminar.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team 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.	Possesses in-depth knowledge of theories and research methods relevant to social communication and media studies and is able to use this knowledge to develop a concept and implement research for a master's thesis.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
Subject contents	The seminar will focus on media studies, specifically the history, significance, and effects of various media, the role (political, social, economic, cultural) the media have played and continue to play, broadly defined issues of social and visual communication, media and communication anthropology, media education, media psychology, literature, culture, and art as a medium. Research will also focus on the structure of media, issues related to advertising and marketing in the media, and public relations. • supplementing research material and literature in line with research progress • active participation in classes, manifested by completing subtasks (presenting material, referencing literature) • detailed presentation of the content of a complete bachelor's thesis, including all chapters from the outline, a full bibliography, an introduction, and a conclusion • positive verification of the thesis in an anti-plagiarism program and compliance with all formal requirements related to submitting the thesis for defense		

Prerequisites and co-requisites	1. Knowledge of the seminar topic acquired in previous classes. 2. Skills in conducting research, presenting results, and writing accurate text acquired during post-secondary education and undergraduate studies. 3. Basic knowledge of qualitative and quantitative research methodology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading

Basic literature	Literature is selected individually depending on the research topic and the master's thesis topic. Two of the following guides: 1. Eco U., *Jak napisać pracę dyplomową. Poradnik dla humanistów*, Warszawa 2007. 2. Kaczmarek T., *Poradnik dla studentów piszących pracę licencjacką lub magisterską*, Warszawa 2005. 3. Maćkiewicz J., *Jak pisać teksty naukowe*, Gdańsk 1995. 4. Maćkiewicz J., *Jak dobrze pisać. Od myśli do tekstu*, Warszawa 2010. 5. Wolańska E., Wolański A., *Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku polskim*, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022. 6. Zenderowski R., *Technika pisania prac magisterskich i licencjackich. Poradnik*, Warszawa 2012. 7. Zenderowski R., *Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej*, Warszawa 2012.
Supplementary literature	1. Banks M., *Materiały wizualne w badaniach jakościowych*, Warszawa 2009. 2. Denzin N. K., Lincoln Y. S., *Metody badań jakościowych*, t. 1 i 2, Warszawa 2009 3. Silverman D., *Prowadzenie badań jakościowych*, Warszawa 2012. 4. Silverman D., I*nterpretacja danych jakościowych*, Warszawa 2009. 5. Tokarz M., *Argumentacja, perswazja, manipulacja*, Gdańsk 2011.
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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