University of Gdańsk

Subject card

Subject name and code	Master seminar IV, PG_00177952						
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							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Zbigniew Treppa				
	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 scientific research under the supervision of a supervisor. 2. Preparation for constructing and writing a diploma thesis. 3. Stimulating cognitive and research activity and developing critical skills analytical thinking. 4. The seminar students will write a diploma thesis in accordance with the requirements of the work methodology and methodology scientific research and respect for copyrights and professional ethics.						

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.	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 [SU3] 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.	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.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
[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 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_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	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 [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.	Has in-depth knowledge on topic of theory and research methods relevant to the sciences of social communication and media and can use it for concept development and implementation research for work purposes master's degree.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
[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 critically analyze and evaluate scientific literature and other sources of information, using his/her own knowledge to formulate reasoned conclusions for the purposes of his/her master's thesis.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work

Subject contents

The topic of the seminar will be devoted to media studies (media studies), in particular history, the importance and effects of various media, the role (political, social, economic, cultural) of the media functioned and fully, broadly understood issues of social and visual communication, media anthropology, media education, media psychology. The research will also focus on the structure of the media, issues related to advertising and marketing in the media, Public Relations.

• supplementing research material and literature on the subject according to research progress
• activity during classes, manifested in the performance of partial tasks (presentation of material, literature reference)
• detailed presentation of the content of a complete bachelor's thesis including all chapters resulting from the outline, full bibliography, introduction and conclusion
• positive verification of the work in the anti-plagiarism program and fulfillment of all requirements formalities related to submitting the thesis for defense

Prerequisites and co-requisites	1.Knowledge of the seminar topic acquired during previously conducted classes. 2. Skills in conducting research, presenting research results and creating correct texts acquired during post-secondary education and bachelor's studies. 3. Basic knowledge of qualitative and quantitative research methodology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Total points for completing assigned tasks during the semester, in particular for preparing individual elements of the master's thesis, as well as for involvement and active participation in classes and participation in additional projects and meetings.	51.0%	100.0%

Recommended reading

Basic literature

Two of the guides mentioned below:

Eco U., Jak napisać pracę dyplomową. Poradnik dla humanistów, Warszawa 2007.

Kaczmarek T., Poradnik dla studentów piszących pracę licencjacką lub magisterską, Warszawa 2005.

Maćkiewicz J., Jak pisać teksty naukowe, Gdańsk 1995.

Maćkiewicz J., Jak dobrze pisać. Od myśli do tekstu, Warszawa 2010.

Wolańska E., Wolański A., Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku poskim, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022.

Zenderowski R., Technika pisania prac magisterskich i licencjackich. Poradnik, Warszawa 2012.

Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej, Warszawa 2012.

	Supplementary literature	- Banks M., Materiały wizualne w badaniach jakościowych, Warszawa 2009. Denzin N. K., Lincoln Y. S., Metody badań jakościowych, t. 1 i 2, Warszawa 2009 Silverman D., Prowadzenie badań jakościowych, Warszawa 2012. Silverman D., Interpretacja danych jakościowych, Warszawa 2009. Tokarz M., Argumentacja, perswazja, manipulacja, Gdańsk 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Implementation of a visual message.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.