Subject card

Subject name and code	Master seminar IV, PG_00177950		
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. Józef Majewski, 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 academic research under the supervision of their thesis supervisor.
2. Preparing students to plan, structure, and write their degree thesis.
3. Fostering students' intellectual and research engagement and developing their ability to think critically and analytically.
4. Completion by seminar participants of a degree thesis in accordance with the principles and requirements of academic research methodology and methods, with due respect for copyright and the principles of professional ethics.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 possesses in-depth knowledge of the theories and research methods relevant to the field of social communication and media studies and is able to apply this knowledge to develop and conduct research for the purposes of their master's thesis.	[SW1] oral statement/ conversation/discussion [SW3] 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.	Potrafi sformułować problem badawczy, dobrać odpowiednie metody i narzędzia badawcze, przeprowadzić analizę i interpretację wyników oraz przedstawić je w pracy magisterskiej zgodnie z zasadami metodologii badań naukowych.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	Potrafi krytycznie analizować i oceniać literaturę naukową oraz inne źródła informacji, wykorzystując własną wiedzę do formułowania uzasadnionych wniosków na potrzeby pracy magisterskiej.	[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.	The student responsibly carries out the successive stages of preparing their master's thesis, fulfils their commitments, and actively participates in discussions and collaborative work 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_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student is able to communicate and present the objectives, course, and findings of their own research in both oral and written form, adapting the mode of communication to the intended audience and using appropriate tools and technologies to support scholarly communication.	[SU1] oral statement/conversation/ discussion [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 academic sources, apply appropriate research methods, and select the information necessary to address the research problem and prepare their master's thesis.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work

<table>
<tr><td>Subject contents</td><td>The seminar will be devoted to media studies, with particular emphasis on the history, significance, and effects of various media; the political, social, economic, and cultural roles that the media have played and continue to play; and broadly understood issues relating to social and visual communication, media anthropology, media education, and media psychology. Research will also focus on the structure of the media, issues related to advertising and marketing in the media, and Public Relations.

• supplementing research materials and relevant academic literature in accordance with the progress of the research

• active participation in classes, demonstrated through the completion of individual tasks (presentation of research material, presentation and discussion of relevant literature)

• detailed presentation of the complete bachelor’s thesis, comprising all chapters specified in the outline, a complete bibliography, an introduction, and a conclusion

• successful verification of the thesis using anti-plagiarism software and fulfilment of all formal requirements related to submitting the thesis for defence</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>1. Knowledge related to the subject matter of the seminar acquired during previously completed courses.
2. Research skills, the ability to present research findings, and the ability to produce well-structured and academically appropriate written texts acquired during secondary education and undergraduate studies.
3. Basic knowledge of qualitative and quantitative research methodology.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td></tr><tr><td>Supplementary literature</td></tr><tr><td>eResources addresses</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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