University of Gdańsk

Subject card

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| Subject name and code | Master seminar III, PG_00177943 | | |
| 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<br>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 | 3 | ECTS credits | 3.0 |
| 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 | 30.0 | 30 |

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 |
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| Number of study hours | 30 | 2.0 | 43.0 | 75 |

**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. Seminar participants will write their thesis in accordance with the requirements of scientific methodology and methodologies, while respecting copyright and professional ethics.

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [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 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<br>[SU3] text preparation/written work |
| [DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content. | 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. | [SK1] oral statement/conversation/ discussion<br>[SK3] 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. | 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<br>[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. | 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<br>[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. | 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. | [SU1] oral statement/conversation/ discussion<br>[SU3] text preparation/written 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. | Responsibly completes subsequent stages of preparing the master's thesis, fulfills the obligations assumed, and actively participates in discussions and collaboration during the seminar. | [SW1] oral statement/ conversation/discussion<br>[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 anthropology, media education, and media psychology. 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, including the completion of subtasks (presentation of material, literature review)
- detailed presentation of the content of at least one chapter of the thesis.

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| Prerequisites and co-requisites | 1. Knowledge related to the seminar topic acquired in previously taught classes.<br>2. Skills in conducting research, presenting results, and writing accurate text acquired during upper secondary education and undergraduate studies.<br>3. Basic knowledge of qualitative and quantitative research methodology. |

**Assessment methods and criteria**

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| 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


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.

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| | Supplementary literature | Banks M., Materiały wizualne w badaniach jakościowych,<br><br>Warszawa 2009.<br><br>Denzin N. K., Lincoln Y. S., Metody badań jakościowych, t. 1 i 2,<br><br>Warszawa 2009<br><br>Silverman D., Prowadzenie badań jakościowych, Warszawa 2012.<br><br>Silverman D., Interpretacja danych jakościowych, Warszawa 2009.<br><br>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 | |

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