University of Gdańsk

Subject card

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 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 Not applicable.
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. 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	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
	Number of study hours	30	2.0	43.0	75

Subject objectives	

<table>
<tr><td>Learning outcomes</td><td>
<table>
<tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr>
<tr><td>[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.</td><td>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.</td><td>[SU1] oral statement/conversation/ discussion
[SU3] text preparation/written work</td></tr>
<tr><td>[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.</td><td>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.</td><td>[SU1] oral statement/conversation/ discussion
[SU6] demonstration of practical skills</td></tr>
<tr><td>[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.</td><td>The student is able to critically analyse and evaluate academic literature and other sources of information, drawing on their own knowledge to formulate well-founded conclusions for the purposes of their master’s thesis.</td><td>[SK1] oral statement/conversation/ discussion
[SK3] text preparation/written work</td></tr>
<tr><td>[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.</td><td>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.</td><td>[SW1] oral statement/ conversation/discussion
[SW3] text preparation/written work</td></tr>
<tr><td>[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.</td><td>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.</td><td>[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</td></tr>
<tr><td>[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.</td><td>The student is able to formulate a research problem, select appropriate research methods and tools, conduct an analysis and interpretation of the results, and present the findings in their master’s thesis in accordance with the principles of academic research methodology.</td><td>[SU1] oral statement/conversation/ discussion
[SU3] text preparation/written work</td></tr>
</table>
</td></tr>
<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. The research will also focus on the structure of the media, issues related to advertising and marketing in the media, and Public Relations.

- supplementing the research material 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, discussion and presentation of relevant literature)</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>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.</td></tr>
</table>

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>The total number of points awarded for the completion of assigned tasks throughout the semester, in particular for preparing individual components of the master’s thesis, as well as for engagement and active participation in classes and participation in additional activities and meetings.</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Literatura dobierana jest indywidualnie w zależności od problematyki badawczej i tematyki pracy magisterskiej.

1. Gackowski T., Łączyński M. (red.), Metody badania wizerunku w mediach, Warszawa 2009.

2. Lisowska-Magdziarz M., Analiza zawartości mediów. Przewodnik dla studentów. Wersja 1.1, Kraków 2004.

3. Metody badań medioznawczych i ich zastosowanie, red.
A .Szymańska, M. Lisowska-Magdziarz, A. Hess, Kraków 2018.

4. Pisarek W., Analiza zawartości prasy, Kraków 1983.</td></tr>
<tr><td>Supplementary literature</td><td>1. Kocój E., Leberschek M., Kopeć K., Plebańczyk K., Metodologia badań w sektorze kultury i mediów, Kraków 2022.

2. Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Kraków 2008.

3. Lisowska-Magdziarz M., Dyskurs – semiotyka – wspólnota interpretacyjna. W stronę modelu zintegrowanego instrumentarium badań nad zawartością mediów (zaproszenie do dyskusji), „Global Media Journal” 2006, nr 1,

4. Lisowska-Magdziarz M., Metodologia badań nad mediami – nurty, kierunki, koncepcje, nowe wyzwania, „Studia Medioznawcze” 2013, nr 3

5. Szczepaniak K., Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, „Actauniversitatis Lodziensis. Folia Sociologica” 2012, t. 42.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Not applicable.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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