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		
Semester of study	3		ECTS credits		3.0		
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	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	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_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
[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 [SK2] presentation/project/paper/ report [SK3] 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 [SU6] demonstration of practical skills
[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.	271 Is able to prepare and present a selected part of a master's thesis and its research assumptions in written and oral form, using specialized terminology and appropriately selected and critically evaluated scientific sources in accordance with the principles of scientific communication.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[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_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 [SK5] implementation of a problem task

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, and literature 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, including the completion of subtasks (presentation of material, literature review) • detailed presentation of the content of at least two of the thesis' chapters.

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 upper 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
	0.0%	0.0%
	51.0%	100.0%

Recommended reading	Basic literature	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.
	Supplementary literature	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. 6.*Metodologia badań w sektorze kultury i mediów*, Redakcja: Ewa Kocój, Marcin Laberschek, Katarzyna Kopeć, Katarzyna Plebańczyk, Wydawnictwo UJ, Kraków 2023
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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