

Subject card

Subject name and code	The Theory of Mass Communication, PG_00152220						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		1.0		
Learning profile	practical		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Kapuściński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		2.0		8.0	25
Subject objectives	1/ Presentation of selected issues related to mass communication. 2/ Discussion of elements related to public, social, economic and political communication						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK4] test/exam - oral or written
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] 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 knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SW4] test/exam - oral or written [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.	The student knows selected models of media influence. The student is able to discuss the elements of public, political and social communication. The student is able to identify and analyze the elements of communication and recognize its type. The student is able to notice and take the right attitude towards problems related to the diversity of tasks and expectations towards the profession of a journalist, press spokesman and PR employee.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
Subject contents	1. Mass communication introduction - the concept and scope of mass communication - the process of development of mass media, historical outline 2. Characteristics of the audience - the concept and origin of the audience - basic types of audience - audience as a market - audience research 3. Media influence - models of media influence 4. Public communication - the concept and forms of public communication - public communication in the decision-making process 5. Social marketing - the essence and areas of use of social marketing - characteristics of social communication campaigns 6. Political communication - political marketing as a tool for political communication - political and electoral campaigns as forms of political communication		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	D. McQuail, Teoria komunikowania masowego, Warszawa 2007 B. Dobek-Ostrowska, R. Wiszniowski, Teoria komunikowania publicznego i politycznego, Wrocław 2002 Literatura uzupełniająca T. Goban-Klas, Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999	
	Supplementary literature	D. McQuail, Teoria komunikowania masowego, Warszawa 2007 B. Dobek-Ostrowska, R. Wiszniowski, Teoria komunikowania publicznego i politycznego, Wrocław 2002 Literatura uzupełniająca T. Goban-Klas, Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Effects of mass communication Culture, society, mass media - origins and development
Work placement	Not applicable

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