University of Gdańsk

Subject card

Subject name and code	New media communication, PG_00152584		
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 Optional subject group Specialty subject group 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	2.0
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. Małgorzata Łosiewicz, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	15.0	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	33.0	50

Subject objectives

1. Practical familiarization of students with the functioning of new media.2. Teaching students to analyze the effects of the metamorphosis of traditional media into new media.3. Acquainting students with the impact of new media on various areas of everyday life.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	Can access, interpret and analyse content through the use of various information and communication technologies (ICT).	[SK1] oral statement/conversation/discussion
[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.	Can communicate effectively using tools and techniques relevant to the information society.	[SU2] presentation/project/paper/report
[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.	Possesses advanced knowledge of ethical content creation using digital technologies.	[SW2] presentation/project/paper/report
[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.	Possesses in-depth knowledge of contemporary forms of online communication and their impact on the media.	[SW5] implementation of a problem task

Subject contents

1. Development of Digital Technologies and New Media - Theories of technology impact - Development of cyberculture - Old and new media - Functioning of new media - Characteristics of new media (numerical representation, modularity, automation, variability, transcoding)

2. Emergence of the Information Society - Characteristics and functions of the information society - From Web 1.0 to Web 4.0

3. Contemporary Forms of Communication and Their Impact on the Existing Order - Publishing market: books and press - Radio - Television

4. Internet and Network Communication - Network society - The emergence of hypertext - Development of virtual communities - Digital exclusion - Free software communities

5. The Impact of New Media on Areas of Everyday Life - Society - Journalism - Politics - Science - Economy - Culture

6. Artificial Intelligence.

Prerequisites and co-requisites

basic knowledge of the functioning of mass media

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
degree of skill in analyzing facts and forming independent conclusions, scope of topic coverage, substantive accuracy	51.0%	100.0%

<table>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Łokić, P. (2021). Nowe media i dziennikarstwo. Galopująca ewolucja komunikacji masowej. Wydawnictwo Naukowe Wydziału Nauk Politycznych i Dziennikarstwa UAM.

Kreft, J. (2022). Władza platform. Za fasadą Google, Facebooka i Spotify. Universitas.

Kreft, J. (2025). DZIENNIK(AI)RSTWO. Jak sztuczna inteligencja zmienia najciekawszą profesję na świecie. Universitas.

Krysiński, P., Pamuła, N., & Kowalska-Chrzanowska, M. (2024). Metody i narzędzia budowania społecznej odporności na dezinformację: od fact-checkingu po edukację medialną. Wydawnictwo Naukowe UMK.</td></tr>
<tr><td>Supplementary literature</td><td>Kreft, J. (2015). Za fasadą społeczności. Elementy zarządzania nowymi mediami. Wydawnictwo Uniwersytetu Jagiellońskiego.

Ogonowska, A., & Fischer, B. (red.). (2022). Cyberkultura 3.0: Media. Edukacja. Prawo. Annales Universitatis Paedagogicae Cracoviensis. Studia de Cultura, 14(1).

Bajdak, A., & Spyra, Z. (red.). (2023). Nowe media i technologie w komunikacji marketingowej – wybrane aspekty. Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach.

Roguski, A. (2020). Zrozumieć social media. Helion.

Pethe, A., & Gołuchowski, J. (2025). Sztuczna inteligencja w radiu regionalnym i lokalnym. Eksperymenty antenowe Radia Piekary i OFF Radia Kraków oraz ich recepcja w mediach. Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">• Assessment of familiarity with new media and AI
• Analysis of changes in communication in the context of new media and AI</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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