University of Gdańsk

Subject card

Subject name and code	Methodology of creating texts and materials LP, PG_00152580		
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	3	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	mgr Adam Majchrzak	
	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	43.0	60

Subject objectives	The aim of the course is to familiarise students with the types of PR messages, their place and possibilities for use in PR campaigns and promotional situations. To show the ways of creating effective PR texts and materials, which are designed to positively build the image of an organisation in the perspective of current and long-term goals. To show the differences in the ways of preparing and possibilities of using PR messages and materials in the space of traditional media and Internet media.

Learning outcomes			
	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K04] He/she has the ability to think and act in an entrepreneurial manner.	The student knows the principles of entrepreneurship and puts them into practice in relation to PR activities.	[SK5] implementation of a problem task
	[DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.	The student has knowledge of communications, knows how to create them in a professional manner and is familiar with the possible risks and dangers of publishing PR materials or undertaking PR projects.	[SU3] text preparation/written work
	[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 the principles and methods of creating PR messages.	[SW3] text preparation/written work
	[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 how to prepare PR materials using knowledge specific to the scientific discipline.	[SU6] demonstration of practical skills
	[DZiKSMU2_W05] He/she has an in-depth and structured knowledge of the operation of media institutions and social communication departments, and understands the goals and problems related to their functioning.	The student has knowledge of how PR works in relation to the work of media institutions and departments responsible for carrying out tasks specific to public relations.	[SW5] implementation of a problem task
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The student is capable of working in a group, taking on different roles and carrying out tasks in relation to activities specific to public relations.	[SU6] demonstration of practical skills
	[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 carry out tasks in a team, knows how to share the work and initiate new solutions.	[SK5] implementation of a problem task
	[DZiKSMU2_K06] He/she is ready to follow the rules of professional ethics related to his/her own work and that of others.	The student knows the principles of professional ethics in the field of PR and how to observe them.	[SK5] implementation of a problem task
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	The student is able to identify problems and propose solutions to problems in PR work.	[SU6] demonstration of practical skills

Subject contents	• introduction, • general PR issues, • typology of PR texts and materials, • place of PR texts and materials in PR campaigns, • ethics in PR work, • media relations in traditional and new media, • PR texts and materials in traditional media, • e-PR texts and materials - on the Internet and social media, • storytelling, • the most common mistakes made in PR texts and materials, • creative writing, • selected issues from the language of persuasion, • linguistic correctness in PR texts and materials.
Prerequisites and co-requisites	Basic knowledge of public relations and copywriting.

<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></td><td>0.0%</td><td>80.0%</td></tr>
<tr><td></td><td>0.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Wojcik K., Public Relations. Wiarygodny dialog z otoczeniem, Warszawa 2015.

2. Dąbała J., Tajemnica i suspens: wokół głównych problemów creative writing, Lublin 2004.

3. Fog K., Budtz Ch., Munch P., Blanchette S., Storytelling : narracja w reklamie i biznesie, przeł, J. Wasilewski, B. Brach, Warszawa 2011.

4. Tworzydło D., Public relations praktycznie, Rzeszów 2017.

5. http://www.proto.pl/

6. http://www.mediafun.pl/

7. http://pijarukoksu.pl/

8. http://www.prnewsonline.com/</td></tr>
<tr><td>Supplementary literature</td><td>1. Davis A., Public Relations, przeł. G. Dąbkowski, Warszawa 2007.

2. Miotk A., Nowy PR: jak internet zmienił public relations, Lublin 2016.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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