

Subject card

Subject name and code	ABC Television, PG_00152646						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor'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	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			2.0	
Learning profile	practical		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Sławomir Siezieniewski				
	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	The aim of the course is to familiarize students with the principles of television journalism						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	nie dotyczy	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	nie dotyczy	[SK3] text preparation/written work [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[DZiKSL3_W05] He/she has knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	nie dotyczy	[SW1] oral statement/ conversation/discussion
	[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	nie dotyczy	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[DZiKSL3_W04] He/she has knowledge of the goals, organisation and functioning of media and cultural institutions	nie dotyczy	[SW1] oral statement/ conversation/discussion
Subject contents	Editorial work. Features. Policy. Ethics. Vocabulary. Writing. Recording. Division of labor. Sound and video. Creating a program. Broadcast of the program.		
Prerequisites and co-requisites	Basics of journalistic knowledge. Ability to create text. Gathering information.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Understanding the television broadcast, Piotr Francuz. Broadcast journalism. Techniques of creating information programs, A. Boyd, P. Stewart, R. Alexander.	
	Supplementary literature	How to perform and shine, M.Orlos	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Preparation of film material for a news program.		
Work placement	Not applicable		

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