

Subject card

Subject name and code	Press Workshop, PG_00152455						
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	1		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Adam Majchrzak				
	Teachers		mgr Adam Majchrzak				
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 prepare students for the work of a press journalist in contemporary conditions using new research methods, critical analysis of texts, content correction and coordination of the work of online editorial offices, as well as to sensitize students to contemporary problems of a journalist's work (including the phenomenon of fake news and the decline in trust in the press).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	The student acquired the competences to take up the profession of journalist in accordance with the ethics of work in the media.	[SK5] implementation of a problem task
	[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student knows how to use his knowledge in practice and is able to seek the opinion of experts when necessary.	[SK3] text preparation/written work
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	The student is able to critically perceive media content and is sensitive to manifestations of manipulation and is able to recognize methods of manipulation.	[SK3] text preparation/written work
	[DZiKSL3_U08] He/she has language skills in the area of the scientific discipline appropriate for the field of study and the profession, in accordance with the requirements set out for level B2 of the Common European Framework of Reference for Languages	The student has acquired skills that enable him to use terminology appropriate to the scientific discipline and profession of journalism.	[SU3] text preparation/written work
	[DZiKSL3_U01] Student is able to skillfully search and select sources of information in media activities.	The student is able to skillfully search and select sources of information in activities media.	[SU3] text preparation/written work
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	The student has knowledge of the types and genres of journalistic statements and understands their application in practice.	[SW5] implementation of a problem task
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	The student knows the linguistic tools necessary to create informative and persuasive texts.	[SW3] text preparation/written work
Subject contents	• information and opinion in the media, • information and journalistic texts, • mediaworking and journalism, • construction of journalistic texts, • adapting texts for SEO search engines, • principles of critical analysis of texts and proofreading of articles, • typical errors in writing and editing journalistic texts, • structure of the press journalism editorial office and division of responsibilities, • rhythm of work of news editors in online editorial offices.		
Prerequisites and co-requisites	General knowledge of information and journalistic texts, as well as basic ability to search and select reliable sources of information.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%

Recommended reading	Basic literature	- Bortnowski S., Warsztaty dziennikarskie, Warszawa 2003 - Adamowski J. (red.), O warsztacie dziennikarskim, Warszawa 2002 - Allan S., Kultura newsów, Kraków 2004 - Bartmiński J., Współczesny język polski, Lublin 2001 - Bauer Z., Chudziński E. (red.), Dziennikarstwo i świat mediów, Kraków 2008 - Billingham J., Redagowanie tekstów, Warszawa 2006 Bogolebska B., Kudra A. (red.), Wypowiedź dziennikarska. Teoria i praktyka, Łódź 2008 - Boniecka B., Grabias S., Potoczność a zachowania językowe Polaków, Lublin 2007 - Bralczyk J., Mosiołek-Kłosińska K., Język w mediach masowych, Warszawa 2000 - Chudziński E. (red.), Słownik wiedzy o mediach, Warszawa - Bielsko-Biała 2007 - Chudziński E., Felieton pamfletem podszyty. Z dziejów pewnego związku genologicznego, w: Poetyka i pragmatyka gatunków dziennikarskich, Rzeszów 1999 - Chyliński M., Russ-Mohl S., Dziennikarstwo, Warszawa 2007 - Drzygza P., Nowe media a tradycyjne środki wyrazu., Tychy 2007 - Dyczewski L. (red.), Jaka informacja?, Lublin 2009 - Fras J., Dziennikarski warsztat językowy, Wrocław 2005 - Furman W., Wolny-Zmorzyński K. (red.), Poetyka i pragmatyka gatunków dziennikarskich, Rzeszów 1999 - Grabias S., Język w zachowaniach publicznych, Lublin 1994 - Hennessy B., Dziennikarstwo publicystyczne, Kraków 2009 - Kaczmarczyk M., Gatunki prasowe w praktyce. Ćwiczenia warsztatowe dla studentów dziennikarstwa i komunikacji społecznej, Sosnowiec 2006 - Kunczik M., Zipfel A., Wprowadzenie do nauki o dziennikarstwie i komunikowaniu, Warszawa 2000 - Legutko P., Rodziewicz D., Gra w media. Między informacją a deformacją, Warszawa 2007 - Lis T., Skowroński K., Ziomecki M., ABC dziennikarstwa, Warszawa 2002 - Magdoń A., Reporter i jego warsztat, Kraków 2000 - Malette M. F., Zasady i tajniki dziennikarstwa. Podręcznik dla dziennikarzy Europy Środkowej i Wschodniej, Warszawa, 2001 - Manovich L., Język nowych mediów, Warszawa 2006 - Markowski A., Leksykon najnowszych wyrazów obcych używanych w prasie, radiu i telewizji, Warszawa 1997 Mroziewicz K., Dziennikarz w globalnej wiosce, Warszawa 2004 - Niczyperowicz A. (red.), Dziennikarstwo od kuchni, Poznań 2001 - Nowak P., Tokarski R. (red.), Kreowanie światów w języku mediów, Lublin 2007 - Pisarek W. (red.), Słownik terminologii medialnej, Kraków 2006 - Pisarek W., Nowa retoryka dziennikarska, Kraków 2002 - Pisarek W., O mediach i języku, Kraków 2007 - Świerczyńska-Głownia W., Fischer B., Dostęp do informacji ustawowo chronionych, zarządzanie informacją, Kraków 2007
	Supplementary literature	- Tetelowska I., Informacja odrębny gatunek dziennikarski, w: Dubiel P., Pisarek W. (red.), Kraków 1972 - Warecki W., Warecki M., Co wpływa na dziennikarzy i na co mają wpływ dziennikarze?, Warszawa 2006 - Wojtak M., Analiza gatunków prasowych, Lublin 2008 Wojtak Maria, Gatunki prasowe, Lublin 2004
	eResources addresses	
Example issues/ example questions/ tasks being completed	- critically analysing journalistic texts and making corrections; - using modern search techniques in practice; - editing of texts by students/students; - adaptation of texts for search engines (SEO); - student self-reports and multimedia presentations; - discussion based on analysed materials.	
Work placement	Not applicable	

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