

## Subject card

|                                             |                                                                                                                                                                                                                        |                                                          |                                         |                                     |                                                                                                             |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Journalistic Implementation Techniques, PG_00152461                                                                                                                                                                    |                                                          |                                         |                                     |                                                                                                             |            |     |
| 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<br>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                            |                                     | 3.0                                                                                                         |            |     |
| Learning profile                            | practical                                                                                                                                                                                                              |                                                          | Assessment form                         |                                     | credit                                                                                                      |            |     |
| Conducting unit                             | Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector                                                                                                                        |                                                          |                                         |                                     |                                                                                                             |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                     |                                                          | mgr Michał Krasodowski                  |                                     |                                                                                                             |            |     |
|                                             | Teachers                                                                                                                                                                                                               |                                                          |                                         |                                     |                                                                                                             |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                            | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                     | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                  | 0.0                                                      | 30.0                                    | 0.0                                 | 0.0                                                                                                         | 0.0        | 30  |
|                                             | 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                                                                                                                                                                                                  | 30                                                       |                                         | 2.0                                 |                                                                                                             | 43.0       | 75  |
| Subject objectives                          | nie dotyczy                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                             |            |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                         |                                                          | Subject outcome                         |                                     | Method of verification                                                                                      |            |     |
|                                             | [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                             |                                     | [SW5] implementation of a problem task                                                                      |            |     |
|                                             | [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                             |                                     | [SU5] implementation of a problem task<br>[SU8] observation of student's independent or team work           |            |     |
|                                             | [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                             |                                     | [SK5] implementation of a problem task<br>[SK8] observation of student's independent or team work           |            |     |
|                                             | [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<br>[SU8] observation of student's independent or team work           |            |     |
| Subject contents                            | nie dotyczy                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                             |            |     |

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|----------------------------------------------------------------|--------------------------|--------------------------------------------------------------------------|-------------------------------|
| Prerequisites and co-requisites                                | nie dotyczy              |                                                                          |                               |
| Assessment methods and criteria                                | Subject passing criteria | Passing threshold                                                        | Percentage of the final grade |
|                                                                |                          | 51.0%                                                                    | 100.0%                        |
| Recommended reading                                            | Basic literature         | Elektroniczny podręcznik programu do składu i łamania gazety QuarkXpress |                               |
|                                                                | Supplementary literature | nie dotyczy                                                              |                               |
|                                                                | eResources addresses     |                                                                          |                               |
| Example issues/<br>example questions/<br>tasks being completed | nie dotyczy              |                                                                          |                               |
| Work placement                                                 | Not applicable           |                                                                          |                               |

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