

Subject card

Subject name and code	Television Lab, PG_00152695						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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	2		Language of instruction		Polish -		
Semester of study	4		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Dominika Ziółkowska				
	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	The aim of the course is to provide students with the most detailed possible overview of the craft of television journalism. Students learn what the work of a TV reporter involves, as well as the pros and cons of the profession. Above all, however, students learn the craft of journalism. During the classes, we learn what live work is, how to ask questions, and how to manage stress.						

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.	Able to use basic television journalism tools (camera, microphone, editing software).	[SU1] 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.	Demonstrates independence and responsibility in preparing media content. Adheres to the principles of journalistic ethics and is able to critically evaluate media messages.	[SU8] observation of student's independent or team work
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	Students learn the vocabulary used by television journalists, including terms such as "off," "setka," and "aviwest." Students learn the principles of preparing news material and television reports. They learn the basic concepts and processes of editorial work in television (research, shooting planning, editing, broadcasting). They understand the role of a television journalist in the media system and the principles of professional ethics and responsibility for the message. Translated with DeepL.com (free version)	[SW1] oral statement/conversation/discussion
	[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 is able to plan and produce short television material (news, "setka", live broadcasts). The student is able to prepare and conduct a television interview.	[SK5] implementation of a problem task
Subject contents	Course outline The role of a journalist in current affairs and crisis situations. The specifics of reporting, responsibility, time pressure, professional ethics. Communication with press officers and institutions. Rules for preparing for interviews, formulating questions, obtaining information, simulated interviews with press officers. Live reporting Preparing live reports, working in front of the camera, basics of reporting narration, responding to unforeseen situations. Simulation of a special edition Organization of editorial work in an emergency situation (e.g., accident), division of roles, gathering and selecting information, preparing materials. Planning and implementation of reporting trips Choosing a topic, research, shooting plan, safety in the field. Analysis of journalistic reports Viewing and discussing selected reports analysis of form, content, and journalistic technique. Journalistic blunders and media mistakes Case studies, analysis of the causes of errors, image and ethical consequences. Discussions and comments on current media events Critical analysis of media messages, teamwork, formulating opinions and arguments. Summary and evaluation of students' work Discussion of the results of the work, reflection on reporting skills.		
Prerequisites and co-requisites	Students should have basic knowledge of social communication and media functioning. Logical thinking skills, the ability to formulate oral and written statements in Polish, and a basic understanding of current socio-political events are required. Students should be willing to actively participate in classes and individual work.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity, presence	51.0%	100.0%
Recommended reading	Basic literature	* Jakub Porada, "Poczmistrz w Tczewie" * Maciej Iłowiecki, "Krzywe Zwierciadło. O manipulacji w mediach"	

	Supplementary literature	*Analysis of selected news reports and live coverage * Cases of journalistic blunders (presenter's materials)
	eResources addresses	
Example issues/ example questions/ tasks being completed	Sample topics and tasks Principles of working as a journalist in current and crisis situations. Preparing for an interview with a spokesperson research, formulating questions, interview simulations. Live reporting practical exercises in front of the camera. Simulation of a special edition in an emergency situation (e.g., accident) teamwork, division of roles, preparation of information materials. Planning and implementation of reporting trips choosing a topic, preparing a shooting plan. Analysis of selected television and internet reports discussion of form, content, and technique. Analysis of journalistic blunders identification of mistakes, discussion of ethical and image consequences. Discussions and comments on current media events. Presentation and discussion of students' work.	
Work placement	Not applicable	

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