University of Gdańsk

Subject card

Subject name and code	Master seminar III, PG_00179594		
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 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	3.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Konrad Knoch	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	0.0	0.0	0.0	30.0	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

1. Preparing students to conduct scientific research under the supervision of their thesis advisor.
2. Preparing students to design, structure, and write their thesis.
3. Stimulating students' intellectual curiosity and research engagement while developing their critical and analytical thinking skills.
4. Guiding students in the preparation of their thesis in accordance with the principles of scientific research methodology, respecting copyright regulations and adhering to the principles of professional ethics.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	Is able to formulate a research problem, select appropriate research methods and tools, conduct data analysis and interpretation, and present the findings in a master's thesis in accordance with the principles of scientific research methodology.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	Is able to select and critically evaluate scholarly sources, apply appropriate research methods, and effectively select information necessary to address a research problem and prepare a master's thesis.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	The student is able to critically analyze and evaluate scientific literature and other sources of information, using their own knowledge to formulate well-founded conclusions for the purposes of their master's thesis.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	Demonstrates advanced knowledge of theories and research methods in communication and media studies and is able to apply this knowledge to develop a research concept and conduct research for a master's thesis.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
[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.	He responsibly completes successive stages of the master's thesis, fulfills agreed commitments, and actively participates in discussions and collaborative activities during the seminar.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Is able to communicate and present the assumptions, progress, and findings of their own research in both oral and written forms, adapting the mode of communication to the audience and using appropriate tools and technologies that support academic communication.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills

Subject contents

The seminar will focus on media studies, particularly the history, significance, and impact of various forms of media; the political, social, economic, and cultural roles of the media; and issues related to social and visual communication, media anthropology, media education, and media psychology. Research will also address the structure of media systems, as well as topics related to advertising, marketing in the media, and public relations.

The course covers the following topics**:**

- Expanding the research material and the relevant scholarly literature in line with the progress of the research.
- Active participation in seminar sessions, demonstrated through the completion of intermediate tasks (e.g., presenting research material and reviewing scholarly literature).
- A detailed presentation of the content of at least one chapter of the master's thesis.

Prerequisites and co-requisites

1. Knowledge related to the seminar topics acquired during previously completed courses.
2. Skills in conducting research, presenting research findings, and producing academically appropriate written texts, acquired during secondary education and bachelor's studies.
3. Basic knowledge of qualitative and quantitative research methodology.

<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>The final grade is based on the cumulative points awarded for completing the assigned tasks throughout the semester, in particular for preparing successive components of the master's thesis, as well as for engagement and active participation during seminar sessions and involvement in additional academic activities and meetings.</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>The literature is selected individually, depending on the research topic and the subject of the master's thesis.

1. Gackowski T., Łączyński M. (red.), Metody badania wizerunku w mediach, Warszawa 2009.
2. Lisowska-Magdziarz M., Analiza zawartości mediów. Przewodnik dla studentów. Wersja 1.1, Kraków 2004.
3. Metody badań medioznawczych i ich zastosowanie, red. A .Szymańska, M. Lisowska-Magdziarz, A. Hess, Kraków 2018.
4. Pisarek W., Analiza zawartości prasy, Kraków 1983.</td></tr>
<tr><td>Supplementary literature</td><td>1. Kocój E., Leberschek M., Kopeć K., Plebańczyk K., Metodologia badań w sektorze kultury i mediów, Kraków 2022.
2. Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Kraków 2008.
3. Lisowska-Magdziarz M., Dyskurs – semiotyka – wspólnota interpretacyjna. W stronę modelu zintegrowanego instrumentarium badań nad zawartością mediów (zaproszenie do dyskusji), „Global Media Journal” 2006, nr 1,
4. Lisowska-Magdziarz M., Metodologia badań nad mediami – nurty, kierunki, koncepcje, nowe wyzwania, „Studia Medioznawcze” 2013, nr 3
5. Szczepaniak K., Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, „Actauniversitatis Lodziensis. Folia Sociologica” 2012, t. 42.</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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