

Subject card

Subject name and code	Celebrities, regulars and outsiders - daily life in blogosphere, PG_00179649						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Michalina Ahmad				
	Teachers		dr Michalina Ahmad				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		0.0		0.0	30
Subject objectives	The aim of the course is to equip students with knowledge of convergence culture, the ability to critically analyze phenomena present in the virtual world, and basic research competences in the field of online content analysis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W01] Student has knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/she knows the application of this knowledge in professional activities related to the field of study.	Has knowledge of the historical context of the formation of Internet culture and its impact on the present.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[DZiKSL3_W06] He/she has knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines.	Has knowledge of convergence culture and its social contexts.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	Has knowledge of the specifics of online communication, with particular emphasis on social media.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	Is able to skillfully search for information on a topic assigned by the lecturer in the field of internet culture.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[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.	Uses acquired knowledge in the field of convergence culture and research methods to solve problems posed by the lecturer.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[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.	Is sensitive to manipulation on the Internet and is able to critically evaluate the content available there.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	Is able to analyze social media content under the guidance of the instructor.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	Is able to critically evaluate the material found, assess its credibility and usefulness in relation to the topic being researched.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
Subject contents	The Formation of Internet Culture. 4 hours Convergence Culture. 4 hours. Online Culinary Discourse - Its Historical Beginnings in the Pre-Internet Era, the Transition to the Cyberworld, and Its Formation in the Digital Realm. 8 hours. Online Travel Discourse - Its Historical Beginnings in the Pre-Internet Era, the Transition to the Cyberworld, and Its Formation in the Digital Realm. 8 hours. The Celebrity Phenomenon - From Its Prehistoric Beginnings to the Online World. 6 hours.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	50.0%	10.0%
	implementation and presentation of a partial, group project - the following are assessed: group cooperation during classes, individual substantive contribution, participation in the presentation/ speech	70.0%	30.0%
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Recommended reading	Basic literature	H. Jenkins, Convergence Culture: The Clash of Old and New Media, Academic and Professional Publishing House, Warsaw 2006. M. Castells, The Internet Galaxy: Reflections on the Internet, Business, and Society, Rebis Publishing House, Poznań 2003.	
	Supplementary literature	J. van Dijk, Social Aspects of New Media. Analysis of the Network Society, PWN Scientific Publishers, Warsaw 2010.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Preliminary research tasks for the Online Food Discourse project: 1. The prehistoric origins of food culture. 2. The relationship between food and media in a historical context. 3. Culinary celebrities in history. 4. The sociocultural function of food throughout the ages.		
Work placement	Not applicable		

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