University of Gdańsk

Subject card

Subject name and code	Diploma seminar II, PG_00179684						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Sikorski, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	45.0	45
	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	45		0.0		0.0	45
Subject objectives	1. Preparing students to conduct research under the supervision of a supervisor. 2. Preparing students to construct and write a thesis. 3. Fostering cognitive and research activity and developing critical and analytical thinking skills. 4. Writing a thesis by seminar participants in accordance with the requirements of scientific methodology and methodologies, while respecting copyright and the principles of professional ethics.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_W03] He/she knows the economic, legal and other conditions of media activity, and also has knowledge of the normative acts regulating the functioning of the media system, including the principles of industrial property protection and copyright. He/she defines phenomena correctly, understanding their causes.	Is able to accurately assess the economic, legal and other conditions of media activity, understands the principles of copyright	[SW1] oral statement/ conversation/discussion
[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 formulate a problem research, choose the appropriate one research methods and tools, perform analysis and interpretation of the results and present them at work diploma in accordance with the rules scientific research methodology.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
[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.	Possesses knowledge of theories and research methods specific to social communication and media sciences and is able to use it to develop a concept and implement research for the purpose of a diploma thesis	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
[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.	185 Is able to use acquired knowledge to critically analyze and interpret phenomena related to the thesis topic and formulate justified research conclusions on this basis	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
[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.	Possesses in-depth knowledge of facts, phenomena, and processes related to the thesis topic and is able to use this knowledge to justify the analyses and research conclusions undertaken.	[SW1] oral statement/ conversation/discussion [SW3] 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.	He can critically evaluate the content he receives, he can analyze it, and he understands the methods of manipulation.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work

Subject contents

The seminar will focus on media studies, specifically the history, significance, and effects of various media, the role (political, social, economic, cultural) the media have played and continue to play, broadly defined issues of social and visual communication, media and communication anthropology, media education, media psychology, literature, culture, and art as a medium. Research will also focus on the structure of media, issues related to advertising and marketing in the media, and public relations. • supplementing research material and literature in line with research progress • active participation in classes, including the completion of subtasks (presentation of material, literature review) • detailed presentation of the content of at least one chapter of the thesis.

Prerequisites and co-requisites

1. Knowledge of the seminar topic acquired in previous classes. 2. Skills in conducting research, presenting results, and writing accurate text acquired during post-secondary education and undergraduate studies. 3. Basic knowledge of qualitative and quantitative research methodology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading	Basic literature	Literature is selected individually depending on the research topic and the thesis topic. Two of the following guides: 1. Eco U., Jak napisać pracę dyplomową. Poradnik dla humanistów, Warszawa 2007. 2. Kaczmarek T., Poradnik dla studentów piszących pracę licencjacką lub magisterską, Warszawa 2005. http:// www.kaczmarek.waw.pl/category/materialy-dla-studentow/ (data dostępu 5 marca 2013) 3. Maćkiewicz J., Jak pisać teksty naukowe, Gdańsk 1995. 4. Maćkiewicz J., Jak dobrze pisać. Od myśli do tekstu, Warszawa 2010. 5. Wolańska E., Wolański A., Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku poskim, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022. 6. Zenderowski R., Technika pisania prac magisterskich i licencjackich. Poradnik, Warszawa 2012. 7. Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej, Warszawa 2012
	Supplementary literature	1. Gackowski T., Łączyński M. (red.), Metody badania wizerunku w mediach, Warszawa 2009. 2. Kocój E., Leberschek M., Kopeć K., Plebańczyk K., Metodologia badań w sektorze kultury i mediów, Kraków 2022. 3. Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Kraków 2008. 4. Lisowska-Magdziarz M., Analiza zawartości mediów. Przewodnik dla studentów. Wersja 1.1, Kraków 2004. 5. 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. 6 Szczepaniak K., Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, „Actauniversitatis Lodziensis. Folia Sociologica” 2012, t. 42.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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