University of Gdańsk

Subject card

Subject name and code	Diploma seminar II, PG_00179686		
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 Polish
Semester of study	5	ECTS credits	4.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Michalina Ahmad	
	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	The aim of the course is to guide the student through the process of writing a thesis using academic tutoring tools and techniques.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	the student has knowledge about the interdisciplinarity of the research topic they undertake	[SW3] text preparation/written work
[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.	the student correctly defines the economic and legal conditions of media activity to the extent necessary to write a BA thesis	[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.	the student is able to analyze media content to the extent necessary to write a BA thesis	[SU3] text preparation/written 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.	the student is able to critically analyze the collected research material, referring to the social, cultural and political-economic context.	[SU3] 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.	the student is able to critically analyze the studied material, taking into account the context of manipulation	[SK3] 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.	the student knows the application of knowledge in the field of relations between media and social communication sciences and other disciplines to the extent necessary to write a BA thesis	[SW3] text preparation/written work

Subject contents

Media studies research methods and techniques needed to implement the agreed-upon research topic. Individualized research path consistent with the agreed-upon research topic.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
written elaboration of the research part in a working form	51.0%	50.0%
written elaboration of the theoretical part in a working form	51.0%	50.0%

Recommended reading

Basic literature	red. Woźniak-Kasperek J., Adamowski J.W., Podstawy nauk o komunikacji społecznej i mediach, Warszawa 2025.
Supplementary literature	ed. Woźniak-Kasperek J., Adamowski J.W., Basics of social communication and media sciences, Warsaw 2025.
eResources addresses	

Example issues/ example questions/ tasks being completed

Development of the research chapter of the work, taking into account selected research techniques

Work placement

Not applicable

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