University of Gdańsk

Subject card

Subject name and code	Diploma seminar III, PG_00179692		
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	6	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_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	Able to formulate a research problem, select appropriate research methods and tools, and analyze and interpret results, thus being prepared to actively work for the local community, various social groups, and media circles.	[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills
[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Possesses in-depth knowledge of facts, phenomena, and processes related to the thesis and is able to use it to justify the analyses and conclusions undertaken, thereby developing skills in managing one's own career.	[SU1] oral statement/conversation/ discussion [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 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	[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
[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 [SW3] text preparation/written work

Subject contents

The seminar will focus on media studies, specifically the history, significance, and effects of various media, the roles (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 mediums. 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

Knowledge of the seminar's topic acquired in previously taught classes. Skills in conducting research, presenting results, and writing accurate text acquired during post-secondary and undergraduate studies. Basic knowledge of qualitative and quantitative research methodology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
The sum of points for the completion of assigned tasks during the semester, in particular the preparation of individual elements of the master's thesis, as well as for involvement and activity during classes, participation in additional projects and meetings	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.
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Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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