University of Gdańsk

Subject card

Subject name and code	Diploma seminar III, PG_00179694						
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							
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 diploma thesis, taking into account the techniques and tools of academic tutoring.						

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 relationship between the research topic they have chosen in the field of media and social communication studies and other disciplines	[SW3] 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 has knowledge about the conditions of social and media communication to the extent necessary to complete the chosen research topic	[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 use media studies knowledge to analyze a selected research issue	[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 phenomenon being studied, taking into account the social, cultural and political-economic contexts	[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 notices manifestations of manipulation of the recipient within the scope of the research topic being pursued	[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.	the student has knowledge of the conditions of media performance needed to implement the selected research topic	[SW3] text preparation/written work

Subject contents

Individualized work supporting the process of creating a thesis.
Verification of forms and content to ensure they comply with the criteria for theses.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
development of the research part in a complete form	51.0%	50.0%
development of the theoretical part in a complete form	51.0%	50.0%

Recommended reading

Basic literature	ed. Szymańska A., Lisowska-Magdziarz M., Hess A., Media Research Methods and Their Applications, Kraków 2018. ed. Gackowski T., Łączyński M., Image Research Methods in the Media, Warsaw 2012.
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	Preparation of a complete diploma thesis that meets the criteria for bachelor's theses
Work placement	Not applicable

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