

Subject card

Subject name and code	Bilingual Course: Print Media Workshop, PG_00179703						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
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		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dominika Rafalska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		2.0		43.0	75
Subject objectives	a) a) to familiarise students with journalistic genres, their typology and canonical patterns, b) to show journalistic genres as changing and evolving compositional and stylistic conventions, c) to show the changes within the genres caused by the development of the media, d) to provide students with the ability to correctly identify and create journalistic genres.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Understands the concept of disinformation and media manipulation. Can recognise them.	[SK3] text preparation/written work
	[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	He has an opinion, which he can defend.	[SU1] oral statement/conversation/discussion
	[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.	Is efficient.	[SK8] observation of student's independent or team work
	[DZiKSL3_U08] He/she has language skills in the area of the scientific discipline appropriate for the field of study and the profession, in accordance with the requirements set out for level B2 of the Common European Framework of Reference for Languages	Can write and edit press texts efficiently.	[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.	Has a basic theoretical knowledge of how the media works.	[SW1] oral statement/conversation/discussion
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	It is effective in action.	[SU8] observation of student's independent or team work
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	Knows what they are, how they are similar to each other and how the basic forms of journalistic expression differ.	[SW3] text preparation/written work
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	He respects the profession of journalism and knows the responsibility it entails.	[SK8] observation of student's independent or team 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.	Potrafi ocenić, jaką funkcję pełni dany tekst prasowy.	[SU1] oral statement/conversation/discussion
	[DZiKSL3_W04] He/she has knowledge of the goals, organisation and functioning of media and cultural institutions	He knows how editorial house works.	[SW1] oral statement/conversation/discussion
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	Can distinguish between informative and opinion texts Is sensitive to manipulation or propaganda.	[SW3] text preparation/written 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.	He is communicative and imaginative.	[SK1] oral statement/conversation/discussion
	[DZiKSL3_U09] He/she is able to plan and organise work individually and in a team, cooperate, also with people representing other fields of knowledge and scientific disciplines.	Understands the concept of dead line and teamwork. Knows that time is of the essence in the journalistic profession. Knows how to work under 'time pressure'.	[SU8] observation of student's independent or team work

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	[DZiKSL3_U03] He/she correctly uses normative systems (e.g. media, legal, professional, ethical) in order to solve tasks and problems in the field of scientific discipline appropriate for the field of study and profession.	He is familiar with press law.	[SU8] observation of student's independent or team work
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	Can independently write texts representing a minimum of 4 journalistic genres: news, opinion, interview and reportage. Is aware of what characterises these forms.	[SU3] text preparation/written work
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	Knows the concept of journalistic integrity. Is aware of what responsibility for words is. Understands that a journalist is a profession of public trust.	[SK1] oral statement/conversation/discussion
	[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	Is able to select information. Able to use sources.	[SU5] implementation of a problem task
	[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.	Can write an informative text, opinion material, interview, write a report on current social, political or cultural issues.	[SU5] implementation of a problem task
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	He is sensitive to social and local problems. Is aware of how a journalist can help with their work to solve or highlight them.	[SK8] observation of student's independent or team work
	[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	Knows how to conduct and record an interview, take an interviewee's photo or a reporter's photo. Knows how to record simple video material.	[SU8] observation of student's independent or team work
	[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	He is guided in his actions by the principles of professional ethics.	[SW1] oral statement/conversation/discussion
Subject contents	The various forms of journalistic expression are discussed and analysed in class. Students then write press articles on a given or arbitrary topic: information, opinion text, interview and reportage. These texts are also discussed and analysed in class. The best ones have a chance of being published in the UG workshop journal.		
Prerequisites and co-requisites	nie dotyczy		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	nie dotyczy	
	Supplementary literature	nie dotyczy	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Students learn about the different genres of journalistic expression. We analyse them by referring to selected examples and literature on the subject. The students' task is then to write 4 articles: an information, an opinion piece, an interview and a reportage.		
Work placement	Not applicable		

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