University of Gdańsk

Subject card

Subject name and code	The Work of a Press Officer: Ethics, Practice, and Sustainable Development, PG_00179724		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group
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	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Journalism and Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Beata Czechowska-Derkacz	
	Teachers	dr Beata Czechowska-Derkacz	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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	0.0	0.0	30

Subject objectives	Familiarising students with techniques for managing media relations and with the press officers toolkit in various organisations. Equipping students with tools necessary to analyse and evaluate phenomena and processes in the field of media relations. Preparing students to conduct media relations within an organisation, taking into account the goals of sustainable development (SDGs).

Learning outcomes

Course outcome	Subject outcome	Method of verification
	Knowledge 1. The student has basic knowledge of media relations and identifies its role in social communication processes. K_W09 2. The student has basic knowledge of the process by which individuals and institutions communicate with their internal and external environments. K_W16 Skills 1. The student can identify and analyse communication relationships occurring in various forms of social communication, with particular emphasis on the influence of the media. K_U06 2. The student can create effective media messages. K_U08 Social competences (attitudes) 1. The student recognises and resolves dilemmas related to the work of a PR specialist, including a press spokesperson, in accordance with professional codes of ethics. K_K03	[SU2] presentation/project/paper/ report [SK3] text preparation/written work [SK5] implementation of a problem task

Subject contents

1. Areas of sustainable development in communication with stakeholders
2. The place, role and tasks of a press spokesperson in an organisation
3. A press spokespersons communication tools professional practice
4. The role of a press spokesperson in crisis communication
5. Basic public-speaking skills for a press spokesperson in the media
6. Effective and ethical communication with the media contemporary phenomena
7. The place, role and tasks of the public relations department in an organisation
8. The place, role and tasks of media relations in an organisation
9. Selected legal aspects of conducting media relations

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
3. Active participation and discussion in class; participation in team-based work.	0.0%	20.0%
2. Partial grades for exercises and assignments completed as part of projects (individual and team work).	0.0%	40.0%
1. Partial grades for exercises and assignments completed during classes (individual work and group work).	0.0%	40.0%

Recommended reading

Basic literature	1. *Press Spokespersonship: Expectations and Opportunities. A Theoretical and Practical Perspective*, Czechowska-Derkacz, B., Zimnak, M. (eds.), DIFIN Publishing House, Warsaw, 2015. 2. Gajdka, K., *A Press Spokesperson in the Media Environment: Theory and Practice*, UNIVERSITAS Society of Authors and Publishers of Scholarly Works, Kraków, 2012. 3. Raczkowska, M., Mikuła, A., Utzig, M., *Sustainable Development in the Social Area in the European Union*, SGGW Publishing House, Warsaw, 2021 (open access). 4. Wójcik, K., *Public Relations: A Credible Dialogue with the Environment*, Placet Publishing House, Warsaw, 2010.
Supplementary literature	1. Tworzydło, D., *Organisational Communication in a Crisis*, PWN Scientific Publishers, Warsaw, 2022. 2. Życzyński, N., Tworzydło, D., Gawroński, S., *Press Releases: Factors Determining Effective Media Relations*, Rzeszów, 2021 (open access). 3. *The Position and Role of Government Spokespersons in Poland after 1989 in the Era of the Professionalisation of Political Communication.* 4. Dudek, K., *The Role of Press Spokespersons in Mass Communication*, Humanitas University of Applied Sciences, Sosnowiec, 2015. 5. Przybysz, M., *Press Spokespersonship in Church Institutions in Poland in the Context of Social Media*, Jedność, 2013.
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

Document generated electronically. Does not require a seal or signature.