

Subject card

Subject name and code	Internet in Journalistic Practice, PG_00141425						
Field of study	Polish Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Nowaczewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	The course familiarises the student with various aspects of the application of the Internet in the journalistic profession. He/she learns to obtain information on the Internet and to prepare press materials published on the web. He/she does credit work which requires the preparation of interactive projects on the web.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology related to the chosen specialty.	The student is able to use various methods and forms of work in the methodology of literary and linguistic studies related to the chosen specialization: he/she is able to search, analyse, evaluate and select information using Internet sources; - uses Internet archives; - uses Polish and foreign electronic resources of libraries; - independently creates and edits pages on social media; - uses concepts of online journalism.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[FPL3_K05] He participates creatively in pro-social activities, following standards and having in mind the welfare of the environment.	The student creatively takes part in pro-social activities with taking into account ethical norms, bearing in mind the welfare of the environment: is aware of the importance of electronic media in social life and social communication; - is able to work independently as well as in a group; - participates in cultural life through the Internet.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[FPL3_K03] Reliably and with commitment, he carries out professional tasks in accordance with the profession's appropriate code of ethics.	The student reliably, with commitment carries out professional tasks in accordance with the professionally appropriate code of ethics	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
Subject contents	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.	The student has an extended knowledge of literary and linguistic studies in the the scope of a selected specialization: - has basic knowledge of the Polish electronic media market; - Has basic knowledge of the Polish electronic media market; lists and characterizes the most important Polish Internet portals; - lists and characterizes the most important Polish Internet portals; lists and characterizes Internet journalistic genres.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	Traditional media on the Internet; use of news websites; online journalistic genres; print article vs. online article (similarities and differences), online citizen journalism; issue of time and permanence for online material; practical use of hypertextuality; interactivity on the Internet; social media; impact of social media on social and political life; image creation on the Internet.		
	Prerequisites and co-requisites		
	Internet basics; use of search engines; knowledge of basic journalistic terminology, general knowledge of the Polish media market.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	coursework	51.0%	70.0%
	Activity in class	51.0%	30.0%

Recommended reading	Basic literature	The lecturer reserves the right to change the reading list. Internetowe gatunki dziennikarskie, red. nauk. K. Wolny-Zmorzyński, W. Furman, Warszawa 2010. Levinson P., Nowe nowe media, Kraków 2010. Olszański L., Media i dziennikarstwo internetowe, Warszawa 2012. Allan S., Newsy w sieci: Internet i dziennikarstwo, Kraków 2008. Bauer Z., Dziennikarstwo wobec nowych mediów, Kraków 2009. E-gatunki. Dziennikarz w nowej przestrzeni komunikowania, Warszawa 2015 Biblia dziennikarstwa, pod red. Andrzeja Skworza, Andrzeja Niziołka, Kraków 2010 Szpunar M., Społeczne konteksty nowych mediów, Toruń 2011. Strony internetowe gazet i czasopism; Portale internetowe http://gazeta.pl, http://onet.pl, http://wp.pl, http://interia.pl; Portale trójmiejskie: http://trojmiasto.pl; Portale poświęcone rynkowi mediów: http://wirtualnemedi.pl Portale społecznościowe Facebook, YouTube, Twitter, Instagram, Wikipedia
	Supplementary literature	Burgess J., J. Green, Youtube. Wideo online a kultura uczestnictwa, Warszawa 2011. Górska-Olesińska M., Słowo w sieci. Elektroniczne dyskursy, Opole 2009. Kamińska M., Niecne memy. Dwanaście wykładów o kulturze Internetu, Poznań 2011. Liternet. Literatura i internet, red. P. Marecki, Kraków 2002. Więckiewicz M., Blog w perspektywie genologii multimedialnej, Toruń 2012.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	