

Subject card

Subject name and code	Standards of political communication, PG_00191005						
Field of study	Political Studies						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kamińska-Korolczuk				
	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		0.0		20.0	50
Subject objectives	`						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.	`	[SU2] presentation/project/paper/report
	[POLL3_U13] Can prepare written works on specific issues using sources and theoretical approaches.	`	[SU2] presentation/project/paper/report
	[POLL3_U07] Has the skills necessary to participate in public life, can independently plan and implement own lifelong learning.	`	[SU2] presentation/project/paper/report
	[POLL3_U06] Can explain and describe the principles and values of a democratic state and actively participate in public discourse.	`	[SU2] presentation/project/paper/report
	[POLL3_U02] Can analyse and explain political processes and phenomena using theoretical knowledge.	`	[SU2] presentation/project/paper/report
	[POLL3_U05] Can determine the mechanisms of functioning of political organisations, including planning and organising the work of oneself and the team, preparing social, political, economic and civic projects (including those involving cooperation with other people), taking into account legal and political aspects in the field of social sciences politics, independently supplementing knowledge and obtaining information, using various sources and technological possibilities.	`	[SU2] presentation/project/paper/report
	[POLL3_K03] Is ready to define priorities for achieving the tasks set for himself or others.	`	[SK2] presentation/project/paper/report
	[POLL3_K01] Is prepared to participate in public life and in teams implementing social, political and civic projects at various levels of participation, and uses the acquired knowledge, skills and competencies to act in an entrepreneurial manner.	`	[SK2] presentation/project/paper/report
	[POLL3_K02] Is prepared to participate in building institutionalized forms of civic activity, including acting as a leader.	`	[SK2] presentation/project/paper/report
	[POLL3_W03] Has advanced knowledge of the role of man in social life, especially political life, and his interactions with the social, political, cultural, legal and economic environment.	`	[SW2] presentation/project/paper/report
[POLL3_W06] Has advanced knowledge of political, cultural, economic, legal and ethical structures, their origins and changes.	-	[SW2] presentation/project/paper/report	
[POLL3_W13] Has advanced knowledge of the mass media and their role in society.	`	[SW2] presentation/project/paper/report	
Subject contents	`		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	`	60.0%	100.0%

Recommended reading	Basic literature	M. Kolczyński, Strategie komunikowania politycznego, Katowice 2008, http://www.sbc.org.pl/Content/11710/strategie_komunikowania_politycznego.pdf D. Piontek, Komunikowanie polityczne i kultura popularna. Tabloidyżacja informacji o polityce, Poznań 2011, https://docplayer.pl/20131837-Dorota-piontek-komunikowanie-polityczne-i-kultura-popularna-tabloidyżacja-informacji-o-polityce.html
	Supplementary literature	,
	eResources addresses	
Example issues/ example questions/ tasks being completed	,	
Work placement	Not applicable	

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