

Subject card

Subject name and code	Professional Journalistic Ethics (Lecture), PG_00206566						
Field of study	Journalism and Social Communication						
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		
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		1.0		
Learning profile	practical		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Józef Majewski, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		0.0		10.0	25
Subject objectives	Nie dotyczy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W04] He/she has advanced knowledge of the goals, organization, and functioning of enterprises as well as media and cultural institutions, and of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication.	Nie dotyczy	[SW4] test/exam - oral or written
	[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	Nie dotyczy	[SW5] implementation of a problem task
	[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.	Nie dotyczy	[SK1] oral statement/conversation/discussion
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	Nie dotyczy	[SK1] oral statement/conversation/discussion
	[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.	Nie dotyczy	[SK6] demonstration of practical skills
	[DZiKSL3_W05] He/she has advanced knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	Nie dotyczy	[SW4] test/exam - oral or written
	[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.	Nie dotyczy	[SU3] text preparation/written work
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	Nie dotyczy	[SK4] test/exam - oral or written
[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	Nie dotyczy	[SU1] oral statement/conversation/discussion	
Subject contents	Nie dotyczy		
Prerequisites and co-requisites	Nie dotyczy		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Nie dotyczy	51.0%	100.0%
Recommended reading	Basic literature	Nie dotyczy	
	Supplementary literature	Nie dotyczy	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Nie dotyczy		
Work placement	Not applicable		

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