

Subject card

Subject name and code	Online Journalism Lab (Workshops), PG_00206574						
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 Optional subject group Subject group related to practical vocational preparation		
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	practical	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Maciej Kabroński				
	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	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	[SW5] implementation of a problem task
	[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_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	nie dotyczy	[SW5] implementation of a problem task
	[DZiKSL3_W08] He/she has organised knowledge of the structure and functions of the social communication system, and knows selected media systems of other countries.	nie dotyczy	[SW5] 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.	nie dotyczy	[SK5] implementation of a problem task
	[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	[SK5] implementation of a problem task
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	nie dotyczy	[SK5] implementation of a problem task
[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.	nie dotyczy	[SU5] implementation of a problem task	
[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	nie dotyczy	[SU5] implementation of a problem task	
Subject contents	nie dotyczy		
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	Olszański L., Dziennikarstwo internetowe, Warszawa 2006,	

	Supplementary literature	<p>Adamowski J. (red.), O warsztacie dziennikarskim, Warszawa 2002,</p> <p>- Adams S., Hicks W., Wywiad dziennikarski, Kraków 2007,</p> <p>- Allan S., Kultura newsów, Warszawa 2007,</p> <p>- Bauer Z., Antymedialny reportaż Ryszarda Kapuścińskiego, Warszawa 2001,</p> <p>- Bauer Z., Wywiad prasowy. Typologia i struktura, Kraków 1988,</p> <p>- Bauer Z., Chudziński E., (red.), Dziennikarstwo i świat mediów, Kraków 2000,</p> <p>- Bienias T., Komputer w pracy redakcji i dziennikarza [w:] Z. Bauer, E. Chudziński (red.). Dziennikarstwo i świat mediów</p> <p>- Borkowski I., Woźny A. (red.), Nowe media. Nowe w mediach, Wrocław 2001,</p> <p>- Borthowski S., Warsztaty dziennikarskie, Warszawa 1999,</p> <p>- Fras J., Dziennikarski warsztat językowy, Wrocław 1999,</p> <p>- Furman W., Kaliszewski A., Wolny-Zmorzyński K., Gatunki dziennikarskie. Specyfika ich tworzenia i redagowania, Rzeszów 2001,</p> <p>- Furman W., Kaliszewski A., Wolny-Zmorzyński K., Gatunki dziennikarskie. Teoria, praktyka, język, Kraków 2007,</p> <p>- Furman W., Wolny-Zmorzyński K. (red.), Poetyka i pragmatyka gatunków dziennikarskich, Kielce 1999,</p> <p>- Golka B., Kafel M., Mitzner Z., Teoria i praktyka dziennikarstwa. Wybrane zagadnienia, Warszawa 1964,</p> <p>- Grobel L., Sztuka wywiadu. Lekcje mistrza, Warszawa 2006,</p> <p>- Kaczmarczyk M., Dziennikarstwo obywatelskie miejsce i rola w systemie komunikowania społecznego [w:] Marian Gierula (red.). Współczesny dziennikarz i nadawca</p> <p>- Kita M., Wywiad prasowy. Język-gatunek-interakcja, Katowice 1998,</p> <p>- Magdoń A., Reporter i jego warsztat, Kraków 2000,</p> <p>- Maziński J., Anatomia reportażu, Kraków 1966,</p> <p>- Mazurek G., Blogi i wirtualne społeczności wykorzystanie w marketingu</p> <p>- Michalewski K. (red.), Tekst w mediach, Łódź 2002,</p> <p>- Możdżonek A. (red.), Mistrzowie felietonu, Warszawa 1999,</p> <p>- Mroziewicz K., Dziennikarz w globalnej wiosce, Warszawa 2004,</p> <p>- Niczyperowicz A. (red.), Abecadło dziennikarza, Poznań 1996,</p> <p>- Niczyperowicz A. (red.), Dziennikarstwo od kuchni, Poznań 2001.</p> <p>- Oniszczyk Z., Zawód dziennikarza w Niemczech w dobie technicyzacji [w:] M. Gierula (red.). Współczesny dziennikarz i nadawca</p> <p>- Stuart A., Newsy w sieci</p> <p>- Wojtak M., Gatunki dziennikarskie, Lublin 2005,</p> <p>- Wolny-Zmorzyński K., Fotograficzne gatunki dziennikarskie, Warszawa 2007,</p> <p>- Wolny-Zmorzyński K., Reportaż jak go napisać?, Rzeszów 1996.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	nie dotyczy	
Work placement	Not applicable	

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