

Subject card

Subject name and code	Journalism Workshops: Techniques of Media (Practical Workshop), PG_00206666						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	1		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		mgr Sławomir Siezieniewski				
	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		0.0		35.0	50
Subject objectives	The student becomes familiar with media communication techniques typical of TV and the Internet. We want to teach him concise and understandable language, the ability to use images and television techniques. K1H_W07K1H_U02						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is ready to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student is able to responsibly carry out tasks related to preparing television and online messages, fulfil team-work responsibilities, and engage in cooperation with participants in the communication process.	[SK8] observation of student's independent or team work
	[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student is familiar with media message production techniques, understands their impact, and follows professional ethical standards.	[SW5] implementation of a problem task
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student is able to communicate through television and online messages, selecting appropriate forms and methods of presenting content for different audiences and using available technological solutions.	[SU6] demonstration of practical skills
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	Preparation of the student to create oral, written and visual messages for television and the Internet, using television techniques, imagery and specialist terminology.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills
	[DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession.	The student is able to identify professional dilemmas in media work and make responsible decisions in accordance with professional ethics.	[SK1] oral statement/conversation/discussion
Subject contents	Theory. Presentations. Practical classes in the studio. Outdoor classes with a camera.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance participation in classes	51.0%	100.0%
Recommended reading	Basic literature	Understanding the television broadcast, Piotr Francuz. Broadcast journalism. Techniques of creating information programs, A. Boyd, P. Stewart, R. Alexander.	
	Supplementary literature	Not only facts. Tomasz Lis. How to perform and shine. Maciej Orłoś.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	realization of an news topic, various form of expression in a TV program	
Work placement	Not applicable		

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