

Subject card

Subject name and code	Research Methods in The Theory of Media (Classes), PG_00206693						
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		
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							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Adam Majchrzak				
	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		3.0		32.0	50
Subject objectives	During the classes, students become familiar with the process of designing media studies, techniques for selecting a research sample and selecting appropriate research methods for the adopted research hypotheses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The course participant is able to design a media studies project in a group and knows how to allocate tasks during the research process.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[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.	The course participant is able to prepare oral, written, and visual communications related to media studies research.	[SU2] presentation/project/paper/report
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The course participant possesses the skills to solve research problems specific to the discipline of media and social communication sciences and understands the importance of critically analyzing available scholarly studies.	[SU3] text preparation/written work
	[DZiKSMU2_W03] He/she has indepth knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The course participant is familiar with the theories and research methods used in media studies.	[SW1] oral statement/conversation/discussion
	[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.	Course participants are able to design and conduct research either independently or in a group and translate the results of their work into benefits for the social environment.	[SK8] observation of student's independent or team work
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	The student knows how to critically analyze media studies and knows how to draw conclusions based on them.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The course participant understands the importance of knowledge in designing media studies research and knows how to solve practical and theoretical problems encountered during the research process.	[SK5] implementation of a problem task
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The course participant is able to use available scholarly sources and draw conclusions from them in order to conduct a sound media studies study.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU8] observation of student's independent or team work

Subject contents	• introduction to media studies methods • the media as a source of scientific and market research • designing media research and choosing a research method • quantitative and qualitative methods in media research • media content analysis as a research method • reading, viewing and listening research • specifics of traditional media research and new media research		
Prerequisites and co-requisites	Basic knowledge of research methods and analysis of traditional and Internet texts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		0.0%	20.0%
		51.0%	80.0%
Recommended reading	Basic literature	1. Babbie E., <i>Badania społeczne w praktyce</i>, Warszawa 2004. 2. Gackowski T., Łączyński M., Majchrzyk Ł. i in. (red.), <i>Skrypt do analizy zawartości prasy</i>, Warszawa 2007. 3. Kozinets R.V., <i>Netnografia. Badania etnograficzne online</i>, Warszawa 2012. 4. Lisowska-Magdziarz M., <i>Analiza zawartości mediów. Przewodnik dla studentów</i>, Kraków 2004. 5. Wimmer R. D., Dominick J.R., <i>Mass media. Metody badań</i>, Kraków 2008. 6. Szymańska A., Lisowska-Magdziarz M., Hass A. (red.), <i>Metody badań medjoznawczych i ich zastosowanie</i>, Kraków 2018. 7. T. Gackowski, M. Łączyński (red.), <i>Metody badania wizerunku w mediach</i>, Warszawa 2009, s. 17-78.	
	Supplementary literature	1. Creswell J. W., <i>Projektowanie badań naukowych. Metody jakościowe, ilościowe i mieszane</i>, Kraków 2013. 2. Jemielniak D., <i>Badania jakościowe. Metody i narzędzia</i>, Warszawa 2012. 3. Jemielniak D., <i>Życie wirtualnych dzikich. Netnografia Wikipedii - największego projektu współtworzonego przez ludzi</i>, Warszawa 2013. 4. Sztumski J., <i>Wstęp do metod i technik badań społecznych</i>, Katowice 2005. 5. Szczepaniak K., <i>Zastosowanie analizy zawartości treści w badaniach artykułów prasowych</i>, Acta Universitatis Lodzensis, Folia Sociologica nr 42/2012. 6. Babbie E., <i>Podstawy badań społecznych</i>, Warszawa 2008.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	• traditional media research methods (newspapers, radio, television) • research methods for digital media (social media) • carrying out research projects and critical analysis of results
Work placement	Not applicable

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