

Subject card

Subject name and code	Diploma seminar I, PG_00209875						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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 Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dominika Rafalska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	30.0	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		0.0	30
Subject objectives	1. Gaining knowledge of project management standards 2. Planning project activities 3. Applying a selected project methodology in practice – preparing project documentation and implementing a selected project 4. Acquiring project management skills 5. Acquiring skills in working as part of a team and with internal and external stakeholders 6. Acquiring project evaluation skills 7. Putting communication, journalism and media studies skills into practice						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Plans and successfully implements all the necessary stages of the project: the theoretical, practical and descriptive parts. Creates a project of great significance for their future professional career. Applies the knowledge they have acquired to solve cognitive and practical problems. Is prepared to seek expert advice if they encounter difficulties in solving a problem independently.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task
	[DZiKSL3_W03] He/she knows the economic, legal and other conditions of media activity, and also has knowledge of the normative acts regulating the functioning of the media system, including the principles of industrial property protection and copyright. He/she defines phenomena correctly, understanding their causes.	Carries out an independent project within budget, whilst complying with press and copyright laws.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [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.	It addresses socially important issues, filling a gap in public debate. It is able to plan and organise work, both individually and as part of a team, and to collaborate, including with people from other fields of knowledge and academic disciplines.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[DZiKSL3_W01] Student has knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/she knows the application of this knowledge in professional activities related to the field of study.	Carries out practical journalistic projects of significant social and cultural importance. When creating media content, uses specialist terminology, methods and tools, including modern and advanced information and communication techniques, with a view to solving problems.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] 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.	When carrying out the project, they adhere to the principles of journalistic ethics and research methodology. They are able to critically evaluate the material they are preparing and the sources they use to produce it.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
Subject contents	1. Management standards [including scope, time, cost, quality, human resources, communication, risk, procurement and stakeholder engagement management]. 2. Developing project objectives in accordance with the selected standards 3. Carrying out a project in the field of journalism, media and public communication (e.g. focusing on communication, the history of media and journalism, or addressing an important social issue) 4. Implementing and managing the project 5. Promoting the project 6. Public presentation of the project 7. Evaluation of the project		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		100.0%	100.0%
Recommended reading	Basic literature	-	
	Supplementary literature	-	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. Introduction, presentation of the seminar rules 2. Planning the topics of the papers: format, theses, research objective, conclusions, target audience, sources 3. Discussion of basic methodological issues 4. Introduction to project implementation 5. Preparation for writing the theoretical section: source research, source criticism... 6. Publication guidelines: rules for creating footnotes and a bibliography 7. Project sheet 8. Project management 9. Implementation and discussion of the successive stages of project development 10. Revisions 11. Project evaluation – creating questionnaires 12. Planning promotional activities 13. Project implementation 14. Findings, conclusions and recommendations
Work placement	Not applicable

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