

Subject card

Subject name and code	Diploma seminar I, PG_00209876						
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 -		
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 Grzegorz Kapuściński				
	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	To familiarize the student with methods of source analysis, bibliography compilation, academic writing, and research methods in media studies and related fields, with the aim of writing and defending a bachelor's thesis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	While preparing and writing the paper, the author demonstrates and applies knowledge regarding the broad context of complex determinants and paradigms associated with the various forms, types, and levels of communication and media functioning, viewed from social, cultural, and historical perspectives.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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.	To the extent relevant to the subject matter of the work, the individual is familiar with, and capable of analyzing and evaluating, the legal and economic aspects of media operations.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[DZiKSL3_W06] He/she has knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines.	They are able to utilize and integrate the methodologies and research findings of other fields with communication science.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	They are capable of analyzing, synthesizing, and critically evaluating the media content that is the subject of their work, contextualizing it within knowledge from other fields of study—legal, economic, the humanities, and the social sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	They are able to analyze diverse media messages and texts using the research tools and methods of media studies.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[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.	Possesses the ability to critically evaluate sources. Is familiar with manipulation techniques used in traditional and social media.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
Subject contents	Research methods in communication and related fields relevant to the preparation and writing of a thesis. Skills in locating, selecting, and critically analyzing various types of sources. Thesis writing methodology. Organization of work and resources during thesis preparation. Skills in presenting research and the subject matter of the thesis, both in writing and orally. Other topics depending on the specific nature of the theses being prepared by seminar participants.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation of subsequent chapters of the thesis	51.0%	100.0%

Recommended reading	Basic literature	D. McQuell Teoria Komunikowania masowego PWN 2009 T. Goban Klas Media i komunikowanie masowe WN PWN 2001 J. Maćkiewicz Jak napisać pracę naukową Gdańsk 2001 Eco. U Jak napisać pracę naukową. Podręcznik dla humanistów. WUW 2007 Wimmer R. D., Dominick J. R. - Mass media. Metody badań WUJ 2008 Szymańska A., M. Lisowska-Magdziarz, A. Hess (2019), Metody badań medioznawczych i ich zastosowanie. Wyd. UJ 2019
	Supplementary literature	Depending on the topic of the diploma theses.
	eResources addresses	
	Example issues/ example questions/ tasks being completed	Preparation of subsequent chapters of the diploma thesis, culminating in its writing and defense (final exam)
Work placement	Not applicable	

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