

Subject card

Subject name and code	Journalism workshops - Podcasts, PG_00209886						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		Katarzyna Michałowska				
	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		0.0	30
Subject objectives	The goal of this course is for students to acquire practical skills in the comprehensive creation and publication of podcasts online. As part of the course, participants will learn about the conceptual and technological aspects of this medium—from choosing the appropriate format for a podcast, through audio recording techniques, to editing using widely available software. The course also covers the specifics of podcast platforms and the entire publishing process, culminating in the independent preparation, release, and publication of a finished recording online.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	The student knows and understands the types and genres of journalistic discourse, with particular emphasis on audio and online formats, as well as the specific characteristics of the structure, language, and dramatic elements of various journalistic and news genres, and is able to identify their practical applications in the creation of podcasts.	[SW2] presentation/project/paper/report
	[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	Students are able to select an appropriate podcast format tailored to the specific nature of online publishing and their communication goals, and to use media infrastructure and technical tools to professionally record and edit audio in practice: they can independently prepare, edit, and publish a recording on a selected podcast platform.	[SU2] presentation/project/paper/report
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	The student is prepared to critically evaluate their own work and uphold ethical standards in media practice, with an emphasis on podcasting.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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.	Students are able to create a variety of media messages (in the form of podcasts) that serve different purposes (e.g., informational, educational, journalistic, promotional, and entertainment).	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task

Subject contents	Method for selecting the appropriate format: The ability to choose the format of audio content based on the criterion of achieving a specific goal. Tools needed to precisely define the target audience: Creating a persona—a marketing tool Developing the social skills needed to produce a podcast: Conversation—how to schedule and conduct an interview Active listening exercise Learning about the tools needed to produce an audio format—a podcast: Familiarizing yourself with types of microphones Familiarizing yourself with recording options Recognizing differences and being able to select the appropriate tools to produce the chosen type of audio content Learning about supporting software: Presentation of helpful programs Familiarizing yourself with how the programs work Ability to use the available software Understanding the differences between specific software—pros and cons Learning about online tools that support publishing: Presentation of useful platforms necessary for publishing audio content online Understanding how the platforms work Understanding the differences between specific online platforms—pros and cons Ability to use available platforms Practical session to apply the acquired knowledge: Attempt to record audio material (audio walk) Audio editing Attempt to publish the recorded material
------------------	--

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Podcast	51.0%	40.0%
	Persona	51.0%	40.0%
	Aktywność	51.0%	20.0%
Recommended reading	Basic literature	"The Art of Speaking Without Stammering or Rambling," by Mirosław Oczkoś - 2015 "How to Perform and Shine," by Maciej Orłoś - 2015 "The Art of the Interview," Lessons from the Master, by Lawrence Grobel - 2006 "The Journalism Bible," edited by various authors - 2010 "Don't Become an Influencer," by Janek Strojny - 2024	
	Supplementary literature	"A Legal Guide for Influencers and Digital Marketing Specialists" by Piotr Kantorowski and Paweł Gołąb - 2022 "Podcasts in Business," by Agnieszka Panaj-Żołyńska - 2021 "Podcasts from Scratch," by Wojciech Strózik - 2023 "How to Start a Podcast?", by Michał Dulemba - 2024 "Start Recording Your Own Podcast," by Anna Hareźlak - 2023 "The Content Creator Handbook: The Ultimate Guide to Creating Content", Varun Mayya, Achina Sirohi Mayya - 2025	
	eResources addresses	Basic https://buffer.com/resources/promote-a-podcast/ - We Didn't Know How to Promote a Podcast. So Here's All We Learned https://www.productmarketingalliance.com/your-guide-to-personas/ - What is a persona in marketing? Buyer and user persona guide https://podcastpro.pl/mikrofon-dopodcastow/ - Podcast Calculator — Not Every Microphone Is Suitable for Recording Your Podcast	
Example issues/ example questions/ tasks being completed	Developing your own podcast concept—defining the format, topics, and frequency, and creating a listener persona profile. Field recording of the soundscape of a selected neighborhood or location, combining the reporter's observations with the recording of audio samples in natural settings. Conducting and recording a short interview with a guest, applying the principles of active listening and proper microphone technique.		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.