

Subject card

Subject name and code	Journalism workshops - New media and journalism, PG_00209889						
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	6		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Aleksandra Mokwa				
	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 aim of the course is to compare the profession of a journalist with that of an online content creator in terms of legal and financial aspects, influence on public opinion, and accountability.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	The student uses terminology related to new media with ease and is also able to create content using its language.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	The student understands the origins and drivers of the trends shaping new media and is aware of the associated dilemmas.	[SW1] oral statement/ conversation/discussion
	[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.	The student is familiar with the history of the emergence of new media and their impact on traditional media, understands how they intersect, and distinguishes the profession of a journalist from that of an online content creator.	[SW1] oral statement/ conversation/discussion
	[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	The student knows how to use internet search engines, artificial intelligence, and online content created by others while minimizing the risk of propagating false information. They are aware of the risks associated with using these tools.	[SU6] demonstration of practical skills
	[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.	The student understands what it means to be an online creator and is familiar with career opportunities in this field.	[SK1] oral statement/conversation/ discussion [SK8] 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.	The student understands the mechanics of fake news and the concepts of disinformation, open-source intelligence (OSINT), and hybrid warfare. They are aware of the associated threats and know how to counter them as an individual.	[SK1] oral statement/conversation/ discussion

Subject contents	1. New media vs. traditional media: How the face of journalism has changed in the age of new media. What new media are, their origins, and their impact on journalism. 2. Social media: history, definition, and mechanisms. A scholarly and historical overview of social media, discussing the roles they play and the needs they satisfy. 3. Social media as a tool. Characteristics of leading social media platforms and how they work—a quick guide to using social media. 4. Social media in the work of journalists. Do journalists need social media? How does social media help journalists, and where does it create barriers? – Guest session (with a working journalist). 5. Online creators: who they are and whether journalists fit the category. A brief history of online content creation in Poland and an attempt to define the traits of an ideal online creator; relevance to the journalism profession. 6. Online creators and money. Corporate blogs, sponsored posts, and monetizing online content. 7. Personal branding online. Can a strong brand be built through online activity, and how is it done? – Case study. 8. Online creators as opinion leaders. Crises, online experts, and reach: how the internet gained significant influence while facing the responsibility to use its voice wisely. 9. Credibility and trust as the currency of online creators. Discussion of selected excerpts from M. Szafrński's book *Trust: The Currency of the Future*; analysis of new media crises caused by a loss of trust. 10. Do we actually need online creators? Are online creators necessary? How do we distinguish between good and poor creators? 11. Online creators abroad An overview of online content creation abroad and a comparison with the local landscape. 12. Post-truth, fake news, and emotions in new media What emotions drive the internet? When does clickbait become unethical? Can the fake news problem be solved? 13. Hate speech, trolling, stalking, and FOMO – dealing with online threats An overview of the most significant online threats and strategies for coping with them. 14. Online creators vs. journalists – a summary A discussion based on knowledge gained throughout the semester and on recordings from the Blog Forum Gdańsk panel discussions.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	20.0%
		51.0%	80.0%
Recommended reading	Basic literature	1. Materials prepared by the lecturer, based on sources including: - M. Szafrński, *Zaufanie, czyli waluta przyszłości* (Trust: The Currency of the Future), 2018 - T. Tomczyk, *Social media: start*, 2016 - N. Hatańska, *Wiek paradoksów* (The Age of Paradoxes), 2025 2. Online and press sources 3. *The Social Network*, movie dir. David Fincher 4. Blog Forum Gdańsk conference YouTube channel – selected panels and discussions	
	Supplementary literature		
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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