

Subject card

Subject name and code	Master seminar I, PG_00209976						
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 Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish Not applicable.		
Semester of study	1		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Józef Majewski, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	15.0	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		0.0		0.0	15
Subject objectives	1. Preparing students to conduct scientific research under the supervision of a thesis advisor at the Master's level. 2. Preparing students to structure and write a diploma thesis. 3. Stimulating cognitive and research activity, and developing critical and analytical thinking skills. 4. Writing a diploma thesis by seminar participants in accordance with the requirements of scientific methodology, copyright laws, and professional ethics.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 student is able to select and critically evaluate academic sources, apply appropriate research methods, and select the information necessary to address the research problem and prepare their master's thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	The student possesses in-depth knowledge of the facts, phenomena, and processes related to the subject matter of their master's thesis and is able to apply this knowledge to substantiate the analyses undertaken and the research conclusions drawn.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	The student is able to critically analyse and evaluate academic literature and other sources of information, drawing on their own knowledge to formulate well-founded conclusions for the purposes of their master's thesis.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an in-depth level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	The student uses specialised terminology in the field of social communication and media studies and appropriately applies the conceptual framework of related disciplines in the development and presentation of their master's thesis.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written 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 student is able to prepare and present a selected part of their master's thesis and its research assumptions in both written and oral form, using specialised terminology and appropriately selected and critically evaluated academic sources, in accordance with the principles of scholarly communication.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	The student is able to apply the knowledge acquired to critically analyse and interpret phenomena related to the subject matter of their master's thesis and, on this basis, formulate well-founded research conclusions.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[DZiKSMU2_W03] He/she has in-depth 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 student possesses in-depth knowledge of the theories and research methods relevant to the field of social communication and media studies and is able to apply this knowledge to develop and conduct research for the purposes of their master's thesis.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[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 student is able to formulate a research problem, select appropriate research methods and tools, conduct an analysis and interpretation of the results, and present the findings in their master's thesis in accordance with the principles of academic research methodology.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work

Subject contents	The seminar focuses on media studies, with a particular emphasis on the history, significance, and impact of various media, as well as the political, social, economic, and cultural roles that media have played and continue to play. It covers the broad scope of social and visual communication, media anthropology, media education, and media psychology. Research will also concentrate on media structures, as well as issues related to media advertising, marketing, and Public Relations. - Formulating the thesis topic (from the thematic area to the specific topic) - Assumptions and concept of the diploma thesis - Thesis structure (introduction, chapters, conclusion) and the differences between a Bachelor's and a Master's thesis - Academic apparatus (footnotes, bibliography, indexes, appendices) - Methodology of working with sources and literature - Developing a thesis outline								
Prerequisites and co-requisites	- Knowledge related to the subject matter of the seminar acquired during previously completed courses. - Research skills, the ability to present research findings, and the ability to produce well-structured and academically appropriate written texts acquired during secondary education and undergraduate studies. - Basic knowledge of qualitative and quantitative research methodology.								
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade		51.0%	100.0%		
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Recommended reading	Basic literature	The literature is selected individually, depending on the research problem and the subject matter of the master's thesis. The following list of texts is provided for selection: - Eco U., Jak napisać pracę dyplomową. Poradnik dla humanistów, Warszawa 2007. - Kaczmarek T., Poradnik dla studentów piszących pracę licencjacką lub magisterską, Warszawa 2005. http:// www.kaczmarek.waw.pl/ category/materialy-dla-studentow/ (data dostępu 5 marca 2013) - Maćkiewicz J., Jak pisać teksty naukowe, Gdańsk 1995. - Maćkiewicz J., Jak dobrze pisać. Od myśli do tekstu, Warszawa 2010. - Wolańska E., Wolański A., Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku polskim, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022. - Zenderowski R., Technika pisanie prac magisterskich i licencjackich. Poradnik, Warszawa 2012. - Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisanie i obrony pracy dyplomowej, Warszawa 2012.							

	Supplementary literature	1. Hofman I., Kępa-Figura D. (red.), Medialny obraz świata, t. 1: Zagadnienia teoretyczne, Wydawnictwo Uniwersytetu Marii Curie Skłodowskiej, Lublin 2015. 2. Hofman I., Kępa-Figura D. (red.), Medialny obraz świata, t. 2: Studium przypadku, Wydawnictwo Uniwersytetu Marii Curie Skłodowskiej, Lublin 2015. 3. Idzik J., Klepka R., Medialne obrazy świata, t. 2: Polityka i bezpieczeństwo w relacjach medialnych, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2019. 4. Kawka M., Medioznawstwo lingwistyczne, „Rocznik Medioznawczy” 2024, nr 3, s. 13-24. 5. Klepka Rafał (red.), Medialne obrazy świata. Wybrane problemy społeczno-polityczne w mediach, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2018. 6. Łódzki Bartłomiej, Medialny obraz rzeczywistości”, „Studia Socialia Cracoviensia” 2017, nr 1, s. 121-136. 7. Pokorna-Ignatowicz Katarzyna (red.), Medialny obraz rodziny i płci, Krakowskie Towarzystwo Edukacyjne – Oficyna Wydawnicza AFM, Kraków 2012. 8. Zakrzewski Damian, Medialny obraz świata i środki go tworzące, „Człowiek w Kulturze” 2005, nr 25, s. 357-379. 9. Żak Monika, Medialny obraz świata. Rola mediów w kształtowaniu wizerunku Policji, „Media i Społeczeństwo” 2018, nr 8, s. 116–119.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Not applicable.	
Work placement	Not applicable	

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