

Subject card

Subject name and code	Master seminar I, PG_00209977						
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		
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. Zbigniew Treppa				
	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 supervisor. 2. Preparation for constructing and writing a diploma thesis. 3. Stimulating cognitive and research activity and developing critical skills analytical thinking. 4. The seminar students will write a diploma thesis in accordance with the requirements of the work methodology and methodology scientific research and respect for copyrights and professional ethics.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Is able to prepare and present a selected part of a master's thesis and its research assumptions in written and oral form, using specialized terminology and appropriately selected and critically evaluated scientific sources in accordance with the principles of scientific communication.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	Possesses in-depth knowledge of facts, phenomena, and processes related to the subject matter of the master's thesis and is able to use this knowledge to justify the analyses and research conclusions undertaken.	[SK1] oral statement/conversation/discussion [SK3] 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.	Is able to use acquired knowledge to critically analyze and interpret phenomena related to the master's thesis topic and formulate justified research conclusions based on this knowledge.	[SW1] oral statement/conversation/discussion [SW3] 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 select and critically evaluate scientific sources, apply appropriate research methods, and select information necessary to solve a research problem and prepare a master's thesis.	[SU1] oral statement/conversation/discussion [SU3] 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.	Is able to formulate a research problem, select appropriate research methods and tools, analyze and interpret the results, and present them in a master's thesis in accordance with the principles of scientific research methodology.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[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.	Uses specialized terminology from the field of social communication and media studies and appropriately utilizes the conceptual apparatus of related disciplines in the development and presentation of a master's thesis.	[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.	Possesses in-depth knowledge of facts, phenomena, and processes related to the subject matter of the master's thesis and is able to use this knowledge to justify the analyses and research conclusions undertaken.	[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.	207 Uses specialized terminology from the field of social communication and media studies and appropriately utilizes the conceptual apparatus of related disciplines in the development and presentation of a master's thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work

Subject contents	The seminar will focus on media studies, specifically the history, significance, and effects of various media, the role (political, social, economic, cultural) the media have played and continue to play, broadly defined issues of social and visual communication, media anthropology, media education, and media psychology. Research will also focus on the structure of media, issues related to advertising and marketing in the media, and public relations. • supplementing research material and literature in line with research progress • active participation in classes, including the completion of subtasks (presentation of material, literature review) • detailed presentation of the content of at least one chapter of the thesis.		
Prerequisites and co-requisites	1. Knowledge of the seminar topic acquired during previously conducted classes. 2. Skills in conducting research, presenting research results and creating correct texts acquired during post-secondary education and bachelor's studies. 3. Basic knowledge of qualitative and quantitative research methodology.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Total points for completing assigned tasks during the semester, in particular for preparing individual elements of the master's thesis, as well as for involvement and active participation in classes and participation in additional projects and meetings.	51.0%	100.0%
Recommended reading	Basic literature 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 poskim, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022. Zenderowski R., Technika pisania prac magisterskich i licencjackich. Poradnik, Warszawa 2012. Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej, Warszawa 2012.		

	Supplementary literature	Hofman I., Kępa-Figura D. (red.), Medialny obraz świata, t. 1: Zagadnienia teoretyczne, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2015. Hofman I., Kępa-Figura D. (red.), Medialny obraz świata, t. 2: Studium przypadku, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2015. Idzik J., Klepka R., Medialne obrazy świata, t. 2: Polityka i bezpieczeństwo w relacjach medialnych, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2019. Kawka M., Medioznawstwo lingwistyczne, „Rocznik Medioznawczy” 2024, nr 3, s. 13-24. Klepka Rafał (red.), Medialne obrazy świata. Wybrane problemy społeczno-polityczne w mediach, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2018. Łódzki Bartłomiej, Medialny obraz rzeczywistości”, „Studia Socialia Cracoviensia” 2017, nr 1, s. 121-136. Pokorna-Ignatowicz Katarzyna (red.), Medialny obraz rodziny i płci, Krakowskie Towarzystwo Edukacyjne – Oficyna Wydawnicza AFM, Kraków 2012. Zakrzewski Damian, Medialny obraz świata i środki go tworzące, „Człowiek w Kulturze” 2005, nr 25, s. 357-379. 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		
Work placement	Not applicable	

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