

Subject card

Subject name and code	Master seminar I, PG_00209979						
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		dr hab. Małgorzata Łosiewicz, 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 supervisor. 2. Preparing students to design and write a diploma thesis. 3. Stimulating cognitive and research activity and developing the ability to think critically and analytically. 4. Enabling seminar participants to write a diploma thesis in accordance with the requirements of scientific research methods and methodology, with respect for copyright law and the principles of professional ethics.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Uses specialised terminology in the field of social communication and media studies and appropriately applies the conceptual framework of related disciplines in the preparation and presentation of the master's thesis.	[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.	Can critically analyse and evaluate academic literature and other sources of information, using their own knowledge to formulate well-founded conclusions for the master's thesis.	[SK1] oral statement/conversation/ discussion [SK3] 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.	Can formulate a research problem, select appropriate research methods and tools, conduct an analysis and interpretation of the results, and present them in the master's thesis in accordance with the principles of scientific research methodology.	[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.	Has in-depth knowledge of theories and research methods relevant to social communication and media studies and can use this knowledge to develop the concept and conduct research for the master's thesis.	[SW1] oral statement/ conversation/discussion [SW3] 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.	Has in-depth knowledge of the facts, phenomena, and processes related to the subject matter of the master's thesis and can use this knowledge to justify the analyses undertaken and the research conclusions drawn.	[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.	Can prepare and present a selected part of the master's thesis and its research assumptions in written and oral form, using specialised terminology and appropriately selected and critically evaluated academic sources in accordance with the principles of scientific 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.	Can use the acquired knowledge to critically analyse and interpret phenomena related to the subject matter of the master's thesis and to formulate justified research conclusions on this basis.	[SU1] oral statement/conversation/ discussion [SU3] 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.	The student can select and critically evaluate academic sources, apply appropriate research methods, and gather the information necessary to solve a research problem and to prepare the master's thesis.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work

Subject contents	The seminar will be devoted to media studies, particularly the history, significance, and effects of various media, as well as the political, social, economic, and cultural roles that media have played and continue to play. It will also address broadly understood issues of social and visual communication, media anthropology, media education, and media psychology. Research will also focus on media structures, issues related to advertising and marketing in the media, and Public Relations.		
	- Constructing the thesis topic, from a thematic area to a specific topic. - Assumptions and concept of the diploma thesis. - Structure of the thesis: introduction, chapters, conclusion; differences between a bachelor's thesis and a master's thesis. - Academic apparatus: footnotes, bibliography, indexes, appendices. - Methodology of working with sources and literature. - Preparing the thesis outline.		
Prerequisites and co-requisites	- Knowledge related to the subject area of the seminar acquired in previously completed courses. - Skills in conducting research, presenting research results, and creating a properly structured text, acquired during secondary education and bachelor's studies. - Basic knowledge of qualitative and quantitative research methodology.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Total number of points awarded for completing assigned tasks during the semester, in particular for preparing individual components of the master's thesis, as well as for engagement and active participation in classes and involvement in additional activities and meetings.	51.0%	100.0%
Recommended reading	Basic literature	Literatura dobierana jest indywidualnie w zależności od problematyki badawczej i tematyki pracy magisterskiej. Dwa z niżej wymienionych poradników: - 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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