

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |                                                                                                             |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Master seminar I, PG_00209980                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |                                                                                                             |            |     |
| 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<br>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. Jacek Wojśław                   |                                     |                                                                                                             |            |     |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                                                             |            |     |
|                                             | Additional information:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                             |            |     |
|                                             | Participation in classes included in the curriculum; additionally (if needed) the possibility of attending in-person consultations (at the Faculty of Social Sciences building) and remote ones (online).                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                                                                             |            |     |
| 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                          | <b>Course objective</b> (with particular emphasis on the current paradigm in social communication and media sciences)<br><br>1. Preparing students to conduct scientific research under the supervision of a thesis advisor.<br>2. Preparation for the structuring and writing of the Master's thesis.<br>3. Fostering cognitive and research activity, as well as developing critical and analytical thinking skills.<br>4. Completion of the thesis by seminar participants in accordance with the standards of scientific research methodology and ethics, including respect for copyright and professional ethical principles. |                                                          |                                         |                                     |                                                                                                             |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                  | Subject outcome                                                                                                                                                                                                                                                                                     | Method of verification                                                                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
|                   | [DZiKSMU2_W03] He/she has indepth 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 has in-depth knowledge of theories and research methods specific to social communication and media sciences and can apply it to develop concepts and conduct research for the Master's thesis.                                                                                          | [SW1] oral statement/<br>conversation/discussion<br>[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.                                                                                                                                                                                                                                                                   | The student possesses in-depth knowledge of facts, phenomena, and processes related to the topic of the Master's thesis and can use it to justify the analyses conducted and research conclusions reached.                                                                                          | [SW1] oral statement/<br>conversation/discussion<br>[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 can formulate a research problem, select appropriate research methods and tools, conduct analysis and interpretation of results, and present them in the Master's thesis in accordance with the principles of scientific research methodology.                                          | [SU1] oral statement/conversation/<br>discussion<br>[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 is able to select and critically evaluate scientific sources, apply appropriate research methods, and select information necessary to solve the research problem and prepare the Master's thesis.                                                                                       | [SU1] oral statement/conversation/<br>discussion<br>[SU3] text preparation/written work |
|                   | [DZiKSMU2_K01] Based on his/ her own knowledge, he/she is ready to critically evaluate the received content.                                                                                                                                                                                                                                                                                                                                    | The student can critically analyze and evaluate scientific literature and other information sources, applying personal knowledge to formulate justified conclusions for the Master's thesis.                                                                                                        | [SK1] oral statement/conversation/<br>discussion<br>[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 specialized terminology in the field of social communication and media sciences and properly applies the conceptual framework of related disciplines in the preparation and presentation of the Master's thesis.                                                                   | [SW1] oral statement/<br>conversation/discussion<br>[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 can prepare and present a selected part of the 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 academic communication. | [SU1] oral statement/conversation/<br>discussion<br>[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 can use acquired knowledge to critically analyze and interpret phenomena related to the topic of the Master's thesis and formulate well-founded research conclusions on this basis.                                                                                                     | [SU1] oral statement/conversation/<br>discussion<br>[SU3] text preparation/written work |

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| Subject contents                                               | <p>The seminar covering all basic elements constituting the paradigm of social communication and media sciences, specifically related to the research area referring to media history and journalism, political communication, and media content analysis.</p> <ul style="list-style-type: none"><li>Formulating the thesis topic (from the general thematic area to a specific title)</li><li>Assumptions and framework of a Master's thesis (second-cycle degree)</li><li>Structure of the thesis (introduction, chapters, conclusion)</li><li>Scholarly apparatus (footnotes, bibliography, indices, appendices, etc.)</li><li>Methodology of working with sources and academic literature</li><li>Preparation of the thesis bibliography</li><li>Creation of the Master's thesis outline</li></ul> |                   |                               |
| Prerequisites and co-requisites                                | <p><b>Prerequisites and Additional Requirements</b></p> <ol style="list-style-type: none"><li>Knowledge related to the seminar topics acquired in previously completed courses.</li><li>Research, presentation, and academic writing skills acquired during secondary education and undergraduate (Bachelor's) studies.</li><li>Basic knowledge of qualitative and quantitative research methodology.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                        |                   |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Passing threshold | Percentage of the final grade |
|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 51.0%             | 100.0%                        |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Nie dotyczy       |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Nie dotyczy       |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                               |
| Example issues/<br>example questions/<br>tasks being completed | Nie dotyczy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                               |

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