

Subject card

Subject name and code	Media Culture: sensation, provocation and scandal, PG_00209983						
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 Optional subject group		
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 Paweł Kozielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	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	-						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	-	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[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.	-	[SU1] oral statement/conversation/discussion
	[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.	-	[SW4] test/exam - oral or written
	[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.	-	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[DZiKSMU2_W04] He/she has structured knowledge of the economic, legal, cultural and ethical determinants of professional activity related to the field of study, including the principles of protection of industrial property and copyright.	-	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession.	-	[SK1] oral statement/conversation/discussion
Subject contents	-		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	-	51.0%	100.0%
Recommended reading	Basic literature	-	
	Supplementary literature	-	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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