

Subject card

Subject name and code	Master seminar II, PG_00209989						
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	2		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	30.0	30
	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	30		0.0		0.0	30
Subject objectives	1. Preparing students to conduct academic research under the supervision of their thesis supervisor. 2. Preparing students to plan, structure, and write their degree thesis. 3. Fostering students' intellectual and research engagement and developing their ability to think critically and analytically. 4. Completion by seminar participants of a degree thesis in accordance with the principles and requirements of academic research methodology and methods, with due respect for copyright and the principles of professional ethics.						

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.	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.	[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.	The student responsibly carries out the successive stages of preparing their master's thesis, fulfils their commitments, and actively participates in discussions and collaborative work during the seminar.	[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.	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.	[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.	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_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 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_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 communicate and present the objectives, course, and findings of their own research in both oral and written form, adapting the mode of communication to the intended audience and using appropriate tools and technologies to support scholarly communication.	[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_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 [SU6] demonstration of practical skills

Subject contents	The seminar will be devoted to media studies, with particular emphasis on the history, significance, and effects of various media; the political, social, economic, and cultural roles that the media have played and continue to play; and broadly understood issues relating to social and visual communication, media anthropology, media education, and media psychology. Research will also focus on the structure of the media, issues related to advertising and marketing in the media, and Public Relations. • supplementing research materials and relevant academic literature in accordance with the progress of the research • active participation in classes, demonstrated through the completion of individual tasks (presentation of research material, presentation and discussion of relevant literature) • detailed presentation of the content of at least one chapter of the thesis								
Prerequisites and co-requisites	1. Knowledge related to the subject matter of the seminar acquired during previously completed courses. 2. 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. 3. 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>The final grade is based on the total number of points awarded for the completion of assigned tasks throughout the semester, in particular the preparation of individual components of the master's thesis, as well as on the student's engagement and active participation in classes and participation in additional activities and meetings.</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	The final grade is based on the total number of points awarded for the completion of assigned tasks throughout the semester, in particular the preparation of individual components of the master's thesis, as well as on the student's engagement and active participation in classes and participation in additional activities and meetings.	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. Two of the following guides: 1. Eco U., Jak napisać pracę dyplomową. Poradnik dla humanistów, Warszawa 2007. 2. 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) 3. Maćkiewicz J., Jak pisać teksty naukowe, Gdańsk 1995. 4. Maćkiewicz J., Jak dobrze pisać. Od myśli do tekstu, Warszawa 2010. 5. 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. 6. Zenderowski R., Technika pisania prac magisterskich i licencjackich. Poradnik, Warszawa 2012. 7. Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej, Warszawa 2012.							

	Supplementary literature	1. Gackowski T., Łączyński M. (red.), Metody badania wizerunku w mediach, Warszawa 2009. 2. Kocój E., Leberschek M., Kopeć K., Plebańczyk K., Metodologia badań w sektorze kultury i mediów, Kraków 2022. 3. Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Kraków 2008. 4. Lisowska-Magdziarz M., Analiza zawartości mediów. Przewodnik dla studentów. Wersja 1.1, Kraków 2004. 5. Lisowska-Magdziarz M., Dyskurs – semiotyka – wspólnota interpretacyjna. W stronę modelu zintegrowanego instrumentarium badań nad zawartością mediów (zaproszenie do dyskusji), „Global Media Journal” 2006, nr 1, 6. Lisowska-Magdziarz M., Metodologia badań nad mediami – nurty, kierunki, koncepcje, nowe wyzwania, „Studia Medioznawcze” 2013, nr 3. 7. Metody badań medioznawczych i ich zastosowanie, red. A. Szymańska, M. Lisowska-Magdziarz, A. Hess, Kraków 2018. 8. Pisarek W., Analiza zawartości prasy, Kraków 1983 9. Szczepaniak K., Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, „Actauniversitatis Lodzensis. Folia Sociologica” 2012, t. 42
	eResources addresses	
Example issues/ example questions/ tasks being completed	Not applicable.	
Work placement	Not applicable	

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