

Subject card

Subject name and code	Master seminar II, PG_00209994						
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	2		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	30.0	30
	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	30		0.0		0.0	30
Subject objectives	Course objective (with particular emphasis on the current paradigm in social communication and media sciences) 1. Preparing students to conduct scientific research under the supervision of a thesis advisor. 2. Preparation for the structuring and writing of the Master's thesis. 3. Fostering cognitive and research activity, as well as developing critical and analytical thinking skills. 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_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/ 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 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/ 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 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.	[SU1] oral statement/conversation/ discussion [SU3] 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/ 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.	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/ discussion [SU3] text preparation/written work
	[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/ 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.	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/ discussion [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/ discussion [SK3] text preparation/written work

Subject contents	vv 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. • Formulating the thesis topic (from the general thematic area to a specific title) • Assumptions and framework of a Master's thesis (second-cycle degree) • Structure of the thesis (introduction, chapters, conclusion) • Scholarly apparatus (footnotes, bibliography, indices, appendices, etc.) • Methodology of working with sources and academic literature • Creation of the Master's thesis outline (including its revision at a later stage of research) • Preparation of a selected excerpt of the thesis specified by the advisor (e.g., one of the chapters)		
Prerequisites and co-requisites	1. Knowledge related to the seminar topics acquired in previously completed courses. 2. Research, presentation, and academic writing skills acquired during secondary education and undergraduate (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
		51.0%	100.0%
Recommended reading	Basic literature	Nie dotyczy	
	Supplementary literature	Nie dotyczy	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Nie dotyczy		
Work placement	Not applicable		

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