

Subject card

Subject name and code	Legal and ethical aspects of using AI in the media, PG_00210016						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		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 Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Artur Kielbasiński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	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	The objective is to provide participants with knowledge of the legal and ethical principles governing the use of artificial intelligence and automation in creative processes. The course also aims to highlight the risks associated with the increasingly widespread use of AI, including developing the ability to identify AI-generated content and deepfakes. From a practical perspective, its goal is to equip participants with the skills required to use emerging technologies safely, responsibly, and ethically in creative work.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	Has the ability to independently define a task, identify the appropriate tools required for its completion, and carry it through to a successful outcome, delivering a publication or other creative work of acceptable quality within the required timeframe.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended 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.	Is able to identify and articulate issues and phenomena occurring in publishing, creative practice, journalism, and digital content creation, as well as recognize and describe broader societal and technological trends relevant to these fields.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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.	Is able to identify and gather relevant materials, develop story ideas, locate interviewees and reliable sources, and continuously expand their knowledge in order to enhance the quality of their creative work and editorial practice.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Has the ability to collaborate effectively in any team formed within an academic or professional environment, regardless of the individual's personal preferences.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student is able to critically identify elements, circumstances, or data that are inconsistent with a news report, the context of a situation, and/or other available sources.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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.	Has a well-structured foundation of knowledge and is able to identify reliable sources for its verification with respect to the legal, ethical, and practical aspects of the journalism and digital content creation professions.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	1. Analysis of the legal framework governing the use of AI in journalism and publishing, with particular emphasis on copyright, related rights, protection of personal rights, liability for published content, and the rules governing the use of third-party content with AI tools. 2. Discussion of legal case studies related to the use of AI, from both Poland and abroad, covering issues such as copyright infringement, unauthorized use of a person's likeness, liability for AI-generated content, and disputes concerning the automation of creative work. 3. Analysis of the use of third-party data and copyrighted works for training artificial intelligence models, including the legality of data collection, the use of press materials, books, photographs, and recordings for model training, as well as the legal and ethical implications of such practices. 4. Developing the ability to identify risks associated with the use of AI in the media, including disinformation, AI hallucinations, algorithmic bias, audience manipulation, privacy violations, and the erosion of journalistic standards of accuracy and integrity. 5. Practical exercises in identifying AI-generated content and deepfakes through the analysis of text, images, audio recordings, and video materials, as well as learning methods for verifying their authenticity. 6. Developing practical skills for the safe use of AI tools in creative work, including risk assessment, verification of AI-generated outputs, disclosure of AI use, data protection, and maintaining ethical standards within editorial workflows. 7. Learning effective prompt engineering and working with generative AI models to use AI responsibly for research, editing, organizing source materials, and generating alternative versions of texts in a controlled manner that complies with legal and ethical standards. 8. Preparation of a draft internal AI policy for a publishing house or editorial office, covering acceptable uses of AI tools, responsibility for AI-assisted content, verification requirements, transparency, data protection, copyright compliance, and ethical standards.		
Prerequisites and co-requisites	brak		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	-	0.0%	30.0%
	-	0.0%	10.0%
	-	51.0%	60.0%
Recommended reading	Basic literature	Katarzyna Turcza, Problematyka prawna sztucznej inteligencji, Warszawa 2025	
	Supplementary literature	1. Aleksandra Bar, Obrazy generowane z wykorzystaniem sztucznej inteligencji. Status prawnoautorski, Warszawa 2025 2. Kamil Stępnia, Sztuczna inteligencja a etyka prawnicza, Warszawa 2026	
	eResources addresses	Supplementary https://www.nask.pl/magazyn/reakcja-platform-spolecznosciowych-na-zgloszenia-w-2025-roku - NASK, Reakcja platform społecznościowych na zgłoszenia w 2025 roku https://archiwum.nask.pl/pl/raporty/raporty/2592,Bezpieczne-wybory-raport-na-temat-dezinformacji-w-internecie.html - NASK, „Bezpieczne wybory. Raport na temat dezinformacji w internecie"	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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