

Subject card

Subject name and code	Journalism Workshops: media relations workshop, PG_00210060						
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	4		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Journalism and Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Beata Czechowska-Derkacz				
	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	To familiarise students with the techniques of media relations and the practical skills required of a press officer in various types of organisations. To equip students with the communication tools necessary for working with the media. To prepare students to establish a professional press office. To prepare students to use media relations tools to build a positive image based on the implementation of sustainable development goals.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W05] He/she has an in-depth and structured knowledge of the operation of media institutions and social communication departments, and understands the goals and problems related to their functioning.	Understands the role, tasks, and place of PR and MR, including the press office, as well as marketing within an organisation, and is able to create efficiently functioning departmental structures in the areas of PR, MR, and marketing.	[SW5] implementation of a problem task
	[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.	Uses PR and MR tools in the work of a media relations specialist / press officer, and uses new media responsibly, including social media.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Applies effective methods of persuasion in PR messages and uses appropriate PR and MR tools in promotional and crisis situations, as well as in ongoing relations with the media.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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.	Collaborates in teams within public relations (PR) and media relations (MR), implements MR and PR strategies as well as other PR tasks, and communicates with the organisation's stakeholders.	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.	Identifies and limits the negative effects of communication and reputational crises; in the information and promotional campaigns being prepared, is able to draw up a catalogue of risks and indicate ways of minimising threats.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[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.	Observes the ethical standards of public relations and media relations, and identifies and minimises the risks of negative phenomena related to the media.	[SK8] observation of student's independent or team work
Subject contents	1. The place, role, and tasks of media relations in an organisation 2. Selected principles of effective communication (basic rules of influence) 3. Media relations tools 4. Media relations in crisis situations 5. Appearances of a PR/MR specialist in the media 6. Selected legal aspects of conducting media relations (providing information to the media, corrections, authorisation) 7. Media relations as a tool for promoting the idea of sustainable development (the image of an organisation that is socially responsible, cares for the well-being of stakeholders and the environment, going green) 8. The SDGs as an element of organisational management		
Prerequisites and co-requisites	Knowledge of the basic concepts of public relations and the principles of implementing projects and strategies, as well as the ability to write PR texts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The total number of points (grades) awarded for the completion of tasks assigned during the semester (both individual and team-based), in particular for the main course assignment or midterm test, as well as for engagement and active participation during classes, and for participation in additional initiatives and meetings.	51.0%	100.0%

Recommended reading	Basic literature	1. Press Spokesmanship. Expectations and Possibilities. Theoretical and Practical Perspective, Czechowska-Derkacz, B., Zimnak, M. (eds.), DIFIN Publishing House, Warsaw 201 2. Gajdka, K., The Press Spokesperson in the Media Environment. Theory and Practice, Society of Authors and Publishers of Academic Works UNIVERSITAS, Kraków 2012 3. Dariusz Tworzydło, Organisational Communication in Crisis, PWN Scientific Publishing House, Warsaw 2022 4. Wojcik, K., Public Relations. A Credible Dialogue with the Environment, Placet Publishing Agency, Warsaw 2009 5. Press Releases. Factors Determining Effective Media Relations, Życzyński, N., Tworzydło, D., Gawroński, S., Rzeszów 2021 (open access)
	Supplementary literature	1. Cialdini, R., Influencing People, Gdańsk Psychological Publishing House, 3rd ed., Gdańsk 1998. 2. Dudek, K., The Role of Press Spokespersons in Mass Communication, Humanitas University, Sosnowiec 2015. 3. Przybyś, M., Press Spokesmanship in Church Institutions in Poland in the Context of Social Media, Jedność, 2013. 4. Gajdka, K., Widera, Z. (eds.), Press Spokesmanship. Theory, Practice, Contexts, Unikat Scientific Publishing House, Katowice 2010. 5. Furman, W., Journalism and Public Relations as Two Types of Communication: Selected Examples, University of Rzeszów Press, Rzeszów 2006.
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Example issues/ example questions/ tasks being completed	1. Preparation of a press conference 2. Implementation of a strategy for overcoming a communication crisis 3. Solving legal cases concerning the provision of information to the media 4. Conducting interviews and debates in a television studio 5. Speaking on camera 6. Preparation of a text on the implementation of sustainable development goals in a selected area / organisation 7. Midterm test: solving cases, work on a case study, multiple-choice questions	
Work placement	Not applicable	

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