

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Bilingual Course: Print Media Workshop (Laboratory Classes), PG_00206581                                                                                                                                                                                                                                                                                                                |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2027                                                                                                                                                                                                                                                                                                                                                                            |                                                          | Academic year of realisation of subject |                                     | 2029/2030                                      |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                       |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                                                                                                       |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                                                                                                       |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | practical                                                                                                                                                                                                                                                                                                                                                                               |                                                          | Assessment form                         |                                     | credit                                         |            |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                      |                                                          | dr Dominika Rafalska                    |                                     |                                                |            |     |
|                                             | 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                                 |                                                | 20.0       | 50  |
| Subject objectives                          | a) a) to familiarise students with journalistic genres, their typology and canonical patterns,<br>b) to show journalistic genres as changing and evolving compositional and stylistic conventions,<br>c) to show the changes within the genres caused by the development of the media,<br>d) to provide students with the ability to correctly identify and create journalistic genres. |                                                          |                                         |                                     |                                                |            |     |

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| Learning outcomes                                              | Course outcome                                                                                                                                                                                                                                                                                                                           | Subject outcome                                                                                                                                                    | Method of verification                                  |
|                                                                | [DZiKSL3_U08] He/she has language skills in the area of the scientific discipline appropriate for the field of study and the profession, in accordance with the requirements set out for level B2 of the Common European Framework of Reference for Languages                                                                            | Can write and edit press texts efficiently.                                                                                                                        | [SU3] text preparation/written work                     |
|                                                                | [DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.                                                                                                                                                                                                                                 | Is able to select information. Able to use sources.                                                                                                                | [SU5] implementation of a problem task                  |
|                                                                | [DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.                                                                                                                   | Can independently write texts representing a minimum of 4 journalistic genres: news, opinion, interview and reportage. Is aware of what characterises these forms. | [SU3] text preparation/written work                     |
|                                                                | [DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.                                                                                                                                                                                                                                         | Knows the concept of journalistic integrity. Is aware of what responsibility for words is. Understands that a journalist is a profession of public trust.          | [SK1] oral statement/conversation/discussion            |
|                                                                | [DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.                                                                                                                                      | Understands the concept of disinformation and media manipulation. Can recognise them.                                                                              | [SK3] text preparation/written work                     |
|                                                                | [DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.                                                                                                                               | He respects the profession of journalism and knows the responsibility it entails.                                                                                  | [SK8] observation of student's independent or team work |
|                                                                | [DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.                                                                                                                                                                                                      | Knows what they are, how they are similar to each other and how the basic forms of journalistic expression differ.                                                 | [SW3] text preparation/written work                     |
|                                                                | [DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.                                                                                                                                                                                                                | Can distinguish between informative and opinion texts Is sensitive to manipulation or propaganda.                                                                  | [SW3] text preparation/written work                     |
|                                                                | [DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics                                                                                                                                                                                                                              | He is guided in his actions by the principles of professional ethics.                                                                                              | [SW1] oral statement/conversation/discussion            |
| Subject contents                                               | The various forms of journalistic expression are discussed and analysed in class. Students then write press articles on a given or arbitrary topic: information, opinion text, interview and reportage. These texts are also discussed and analysed in class. The best ones have a chance of being published in the UG workshop journal. |                                                                                                                                                                    |                                                         |
| Prerequisites and co-requisites                                | nie dotyczy                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                    |                                                         |
| 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/<br>example questions/<br>tasks being completed | Students learn about the different genres of journalistic expression. We analyse them by referring to selected examples and literature on the subject. The students' task is then to write 4 articles: an information, an opinion piece, an interview and a reportage.                                                                   |                                                                                                                                                                    |                                                         |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                    |                                                         |

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