University of Gdańsk

Subject card

Subject name and code	Chemistry in the media space I, PG_00081807						
Field of study	Chemical Business, Chemistry, Environmental Protection						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish English, if needed.		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Chemistry -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Giełdoń				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	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		5.0	15.0	50	
Subject objectives	Utilization of available electronic forms of communication for the promotion and dissemination of chemical knowledge.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[CHEML3_W02] Describes the properties of elements and the most important chemical compounds, enumerates the methods of their preparation and methods of analysis.	The student is able to explain the differences between different media depending on the content to be communicated and the Internet platform to be used. Translated with DeepL.com (free version)	[SW1] oral statement/ conversation/discussion
[CHEML3_W15] Enumerates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge of chemistry, physics and mathematics.	The student recognizes the appropriate method of popularization of chemical knowledge and assigns them to the selected topic/problem, is able to characterize the advantages of the selected form of multimedia communication.	[SW2] presentation/project/paper/ report
[CHEML3_K07] Appreciates the need for understandable presentation of selected chemical issues to the public.	The student understands the differences in individual and team preparation of material popularizing chemical knowledge and its publication on the Internet.	[SK2] presentation/project/paper/ report
[CHEML3_U08] Presents in an understandable way the basic facts about chemistry using a scientific language typical of chemical sciences.	The student is able to correctly select and apply appropriate methods and tools appropriate to the purpose of the media content to be transmitted. The student is able to effectively plan and organize his work, independently acquiring and consolidating knowledge in an orderly and systematic manner, using information technology. The student is able to skillfully conduct a discussion, present his own concept and justify his own position.	[SU5] implementation of a problem task
[CHEML3_K08] Formulates opinions in the field of science with caution and criticism in their expression.	The student understands the importance of critically evaluating the knowledge he or she possesses, demonstrates a willingness to constantly expand this knowledge and consult with competent experts.	[SK2] presentation/project/paper/ report
[CHEML3_U07] Prepares documented elaboration on a specific problem in the field of selected chemical and physical issues.	The student is able to use gimp, avogadro and pymol programs to a basic degree.	[SU2] presentation/project/paper/ report

Subject contents

During the classes, advanced modern forms of transmitting chemical knowledge via the Internet will be discussed (editing articles in social media, preparing multimedia, digital photo processing). Publishing popular science content using molecular modeling programs (avogadro, pymol) as well as ball models, as well as filming and visualizing chemical experiments. The class will discuss the poster as a static means of transmitting information, as well as the problem of verifying the information posted and the appropriate selection of sources to ensure their reliability and credibility. The acquired knowledge will then be used by students to develop electronic forms of communication to promote and disseminate chemical knowledge. The prepared popular science materials will focus the audience's attention while showing the beauty of chemistry in an accessible way.

Prerequisites and co-requisites

interview

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Positive assessment of all completed tasks, reports and individual and group projects. Partial grades for active participation in discussions during classes (20%), completing all tasks (80%)	51.0%	60.0%
Positive assessment of all completed tasks, reports and individual and group projects. Partial grades for active participation in discussions during classes (20%), completing all tasks (80%)	51.0%	40.0%

Recommended reading

Basic literature	Jones L, Atkins P, Laverman L. "Chemia Ogólna"

	Supplementary literature	Jędryczkowski J. Prezentacje multimedialne w pracy nauczyciela, Zielona Góra, Oficyna Wydawnicza Uniwersytetu Zielonogórskiego, Richard H. Social Media: Effective Strategies For Dominating Social Media Marketing with Facebook, Twitter, YouTube, Instagram, LinkedIn, and Pinterest Falls J., Deckers E. Media społecznościowe bez ściemy. Jak kreować markę. Witkowski B. GIMP. Poznaj świat grafiki komputerowej. Boniecki J. Smartfonowy zawrót głowy (czyli fotografowanie smartfonem)
	eResources addresses	
Example issues/ example questions/ tasks being completed	• creation of a multimedia film, • creation of posts placed on internet services accompanied by graphics made using learned programs (Avogadro, PyMOL, Canva), • creation of a popular science poster • observation and evaluation of student activity during classes	
Work placement	Not applicable	

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