

**Subject card**

<b>Subject name and code</b>	Information technology I, PG_00141434						
<b>Field of study</b>	Polish Studies						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Institute of Polish Philology -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Mariusz Kraska				
	<b>Teachers</b>		dr hab. Mariusz Kraska				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	<b>Number of study hours</b>	15	1.0	9.0	25		
<b>Subject objectives</b>	The subject of the course is to characterize the status and place of the news in contemporary media culture, as well as to acquaint students with the knowledge of the theory and practice of information and develop the ability to analyze and interpret texts from contemporary media circulation.						
<b>Learning outcomes</b>	<b>Course outcome</b>	<b>Subject outcome</b>		<b>Method of verification</b>			
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.	knows the concepts and various approaches of news theory with particular emphasis on media traditional and digital media; knows and perfects the principles of identifying and analyzing information appearing in contemporary media; knows the conditions of information production in the context of the expansion of new forms of communication and is aware of their socio-cultural significance.		[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task			
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology relat-ed to the chosen specialty.	correctly uses the concepts of news theory in oral statements and written; is able to indicate the determinants of texts resulting from their media origin, the type of audience/user and the type of message.		[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU5] implementation of a problem task			
	[FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.	he is able to verify his position with detachment and responsibility, understanding the complexity of issues related to the status and methods of producing information in modern media.		[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work [SK5] implementation of a problem task			

Subject contents	The issues of the class include the following topics: 1. News and its contemporary theories 2. News and its types. 3. the role of information in modern culture 4. the concept of objectivity in journalism and its theories 5. mechanisms of information production: News values; Gatekeeping (selection of information); Framing (framing) of information. 6. Theories and methods of studying the influence exerted by the media: message flow and diffusion of information; agenda-setting; mainstreaming; the knowledge gap hypothesis; the spiral of silence 7. The problem of constructing reality by the media - case study analyses.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	51.0%	30.0%
	written work	51.0%	70.0%
Recommended reading	Basic literature	Allan S., News culture, Krakow 2006. Dayan D., Katz E., Media events. History transmitted live, Warsaw 2008. Dąbala J., Media and journalism. Axiology - workshop - identity, Krakow 2014. Journalism and the world of media, ed. Z. Bauer and E. Chudziński, 2nd edition, Kraków 2000. Kunczik M., Zipfel A., Introduction to the science of journalism and communication, Warsaw 2000. Palczewski M., Theories of news, Warsaw 2018.	
	Supplementary literature	Goban-Klas T, Media and mass communication, Warsaw-Krakow 1999. Levinson P., Soft blade or the history and future of the information revolution, Warsaw 2006. Poulet B., Death of newspapers and the future of information, Wolowiec 2011. Theory and Practice of Communication, edited by E. Kulczycki et al, Poznań 2012.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The news paradigm The problem of objectivity in the media The concept of agenda setting		
Work placement	Not applicable		

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