

Subject card

Subject name and code	New media communication, PG_00152584						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Specialty 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			2.0		
Learning profile	practical	Assessment form			credit		
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Małgorzata Łosiewicz				
	Teachers		dr hab. Małgorzata Łosiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		2.0		33.0	50
Subject objectives	1. Practical familiarization of students with the functioning of new media. 2. Teaching students to analyze the effects of the metamorphosis of traditional media into new media. 3. Acquainting students with the impact of new media on various areas of everyday life.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	He/She has in-depth knowledge of contemporary forms of network communication and their impact on the media.	[SW5] implementation of a problem task
	[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.	He/She has advanced knowledge in creating ethical content using digital technologies.	[SW2] presentation/project/paper/report
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	He/She is proficient in communicating using tools and techniques appropriate for the information society.	[SU2] presentation/project/paper/report
[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	He/She is capable of receiving and analyzing content using various information technologies.	[SK1] oral statement/conversation/discussion	
Subject contents	<p>1. Development of Digital Technologies and New Media - Theories of technology impact - Development of cyberculture - Old and new media - Functioning of new media - Characteristics of new media (numerical representation, modularity, automation, variability, transcoding)</p> <p>2. Emergence of the Information Society - Characteristics and functions of the information society - From Web 1.0 to Web 4.0</p> <p>3. Contemporary Forms of Communication and Their Impact on the Existing Order - Publishing market: books and press - Radio - Television</p> <p>4. Internet and Network Communication - Network society - The emergence of hypertext - Development of virtual communities - Digital exclusion - Free software communities</p> <p>5. The Impact of New Media on Areas of Everyday Life - Society - Journalism - Politics - Science - Economy - Culture</p> <p>6. Artificial Intelligence.</p>		
Prerequisites and co-requisites	basic knowledge of the functioning of mass media		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	degree of skill in analyzing facts and forming independent conclusions, scope of topic coverage, substantive accuracy	51.0%	100.0%

Recommended reading	Basic literature	<p>Łokić, P. (2021) <i>New Media and Journalism: The Galloping Evolution of Mass Communication</i>. Adam Mickiewicz University in Poznań. Faculty of Political Science and Journalism Scientific Publishing.</p> <p>Kreft J., <i>Behind the Community Facade. Elements of New Media Management</i>, Jagiellonian University Publishing, Krakow 2015</p> <p><i>New Media and Technologies in Marketing Communication Selected Aspects</i>. (2023). University of Economics in Katowice Publishing.</p> <p>Roguski, A. (2020). <i>Understanding Social Media</i> / Artur Roguski. Helion SA.</p> <p>Ogonowska, A., & Fischer, B. (2022). <i>Cyberculture 3.0: Media, Education, Law</i> / scientific editors Agnieszka Ogonowska, Bogdan Fischer. Pedagogical University Scientific Publishing.</p>
	Supplementary literature	<p>Stoppel, A. (2020). <i>New Media in Politics: The Case of Presidential Campaigns in Poland from 1995-2015</i> / Anna Stoppel. FNCE Publishing.</p> <p>Gackowski, T., & Patera, M. (2020). <i>Media Varia: Individuals - Societies - Technologies</i> / scientific editors Tomasz Gackowski, Mateusz Patera; University of Warsaw, Faculty of Journalism, Information and Book Studies, Media Studies Research Laboratory.</p> <p>McNamee, R., & Puławski, K. (2020). <i>Zucked: Waking Up to the Facebook Catastrophe</i> / Roger McNamee; translated by Krzysztof Puławski. Media Rodzina.</p> <p>Konarska, K., & Urbaniak, P. (2020). <i>Media in the Digital Environment</i> / edited by Katarzyna Konarska and Paweł Urbaniak. University of Wrocław Publishing.</p> <p>Dąbrowska, I. (2019). <i>Social Media (in the Third Sector)</i> / Ilona Dąbrowska. Maria Curie-Skłodowska University Publishing.</p> <p>Powierska, A. (2022). <i>Liking TV: Television and Social Media</i> / Aleksandra Powierska. (1st Edition). Jagiellonian University Publishing.</p> <p>Zwoliński, A. (2023). <i>Cyber Trap: How the Internet, Artificial Intelligence, and Virtual Reality Effectively Destroy Civilization</i> / Rev. Prof. Andrzej Zwoliński. Fronda.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	study of the knowledge of new media and data journalism	
Work placement	Not applicable	

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